The WHOLESALE PRODUCE MARKET at HUNTINGTON, W. VA.

UNITED STATES DEPARTMENT OF AGRICULTURE
PRODUCTION AND MARKETING ADMINISTRATION
Marketing and Facilities Research Branch

and

WEST VIRGINIA UNIVERSITY
Department of Agricultural Economics

November 1950

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The authors express their appreciation to the trade groups, railroad companies, buyers, and others who made available needed data and offered suggestions for improving the Huntington wholesale produce market.

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FOREWORD

The city of Huntington and the Huntington Chamber of Commerce have long been interested in trying to preserve and expand the position of Huntington as a wholesale market center for the handling of fruits, vegetables, meat and meat products, poultry, eggs, and other perishable farm produce. This interest has been shared by many wholesale dealers, farmers, and others doing business in the wholesale market.

Late in 1949, officials of the city and the chamber of commerce joined in making a request to the Marketing and Facilities Research Branch, Production and Marketing Administration, U. S. Department of Agriculture, and the Department of Agricultural Economics, West Virginia University, for a market survey. The two agencies were asked to make a detailed study of facilities used and methods employed in the wholesale distribution of food commodities in Huntington, and to make recommendations for improvement of the market.

In 1940 and 1941, surveys of the fruit and vegetable market of Huntington were made by the U. S. Department of Agriculture in cooperation with the University of West Virginia. Reports of those surveys--containing recommendations for improved facilities--were published, but the intervention of World War II caused postponement of plans for a new market. The present study was designed not only to bring the previous studies up to date but to include a survey of the needs for better facilities for dealers in poultry, eggs, meat and meat products, and related food items. Since the previous studies were made, important changes have taken place with respect to demand and supply and the methods employed in the distribution of agricultural products. These changes led to the decision to review

completely the present situation with respect to wholesale marketing in Huntington and the facilities needed to serve adequately the present-day needs.

In February and March 1950, interviews were had with all known wholesale dealers in fruits, vegetables, poultry, eggs, meat and meat products, and dry groceries. These dealers were visited at their places of business, and their premises were inspected. Many farmers, truckers, and buyers were interviewed while doing business in the market. Many of the views of these people are incorporated in this report.

On June 5, 1950, a preliminary report of the market study was presented at a meeting sponsored by the market committee of the chamber of commerce. Preliminary plans were discussed for the development of a market on a location to be selected from five suggested sites. Suggestions made by those attending the meeting have been given consideration in preparing this report.

SUMMARY

Early in 1950 at the joint request of the Huntington Chamber of Commerce and the city of Huntington, a survey of the Huntington wholesale produce market was made. The market study covered the wholesale handling of fruits, vegetables, poultry, eggs, meat and meat products, and dry grocery items. It was found that the volume of business in fruits, vegetables, eggs, and poultry exceeded 8,500 carlot equivalents with a wholesale value estimated at more than $17,000,000 in 1949. Additional large but undetermined quantities of meat and meat products and dry groceries were handled. Nearly all of these products were distributed in an area within a 75-mile radius of Huntington, in which the population was estimated at about 500,000 people.

Many of the marketing facilities used in the distribution of perishable and nonperishable produce were found to be inadequate. The principal wholesale market--small in relation to the volume of produce handled--is located in a downtown business area where wholesale market stores are intermingled with establishments engaged in other wholesale and retail business that is in no way related to the market. Most of the wholesale produce stores are in improperly designed buildings, without platforms, and have no direct rail connections. Farmers and truckers do not have proper facilities for the conduct of their business. Two main thoroughfares bordering the market bring additional nonmarket traffic into the area. Narrow streets prevent the free movement of traffic. A serious traffic problem has developed largely because of the presence of the wholesale market in the downtown section of the city.

A large number of wholesale dealers, farmers, truckers, and others doing business in the market stated that they were interested in the development of a new consolidated produce market. The number of produce handlers who indicated they would want space in a new market was sufficiently large to justify construction of a proposed new market. To meet the present require-

ments of these handlers, the following facilities would be needed: (1) For 28 independent dealers, 34 store units of various sizes; (2) for 6 small dealers and 5 truckers who regularly offer produce for sale on the market, a truckers' shed with 20 enclosed spaces; and (3) for farmers, 50 covered stalls. One additional store unit should be built to provide offices for the market management and a restaurant. In addition to rail connections to stores, team tracks with a capacity of 10 cars, a parking area for 150 cars and trucks, wide streets, a fence, and other necessary features should be provided.

If these facilities were laid out as recommended, they would require not less than 10 acres of land. To provide for the future expansion of the market, at least 5 additional acres should be acquired. If the shape of the site selected were such that the area could not be fully utilized, more acreage would be required.

Five sites were analyzed with respect to their suitability for market purposes, but only three sites contained enough land for a market. These three sites include properties at Fifth Avenue and Twenty-ninth Street, Virginia Avenue between Seventh Street West and Twelfth Street West, and Madison Avenue and Fifteenth Street West. When the three sites were compared with respect to factors considered important in the selection of a site, the site on Virginia Avenue between Seventh Street West and Twelfth Street West appeared to be best suited for the location of a new market.

It is estimated that a market could be built on the Virginia Avenue site at a total cost of approximately $615,000--the land costing $34,000, and the buildings, $581,000. Annual income from rentals amounting to $88,000 would be needed to support a market on this site. This amount of

income would cover operational expenses, taxes, and interest and principal to amortize the investment over a period of 25 years and leave a reserve for contingencies.

It was conservatively estimated that produce handlers operating in a new market would save about $102,000 on certain costs of doing business as compared with their present costs. Dealers would benefit by saving on cartage from team tracks to their stores and in the elimination of part of the losses from theft, spoilage, and deterioration. Farmers' and truckers' benefits would consist of time saved. Buyers who now lose much valuable time in the market could do business in a new facility in a shorter period. Other savings, which cannot readily be measured, could be effected, such as savings to dealers through the reduction in the number of employees, the elimination of overtime, and through new types of handling equipment; also, savings to railroads, through direct connections in the market area, and savings to the city, through clearance of a congested traffic area.

It was suggested that the new market be built either by the city or by a private corporation. Under either type of ownership, wholesale dealers, farmers, truckers, and others who do business in the market should have a voice in the management of the market. Every effort should be made by those responsible for the success of the market to consolidate in it all the produce interests in the city. The Marketing and Facilities Research Branch, Production and Marketing Administration, U. S. Department of Agriculture, and the Department of Agricultural Economics, West Virginia University, will be glad to consult with and assist any board or group that may be created to represent those interested in the development of a new market in Huntington.

CONTENTS

Page

Importance of the Huntington market 1
Fruit and vegetable business. 2
Poultry and egg business. 5
Meat and meat products business 6
Wholesale dry groceries and related products. 7
Buyers. 7
Description of present wholesale market 8
Facilities owned by the city. 9
Privately owned facilities in area of City Market 11
Streets and traffic in the City Market area 12
Team tracks serving the City Market area. 13
New construction in the City Market area. 14
Facilities outside the City Market area 15
Special facilities in wholesale stores. 16
Market regulations. 17
Defects in the present market. 18
Inadequate area 18
Poorly designed stores. 18
Lack of rail connections to stores. 19
Inadequate facilities for farmers and truckers. 20
Difficulty in enforcing regulations 21
Interest in an improved wholesale market 22
The size and kind of market needed 24
Wholesale stores. 25
Facilities for farmers and truckers 30
Rail connections to stores and team tracks. 32
Streets and parking space 33
Fence 33
Office space and other facilities 34
Space for expansion 35
Total facilities needed for immediate construction. 35
Market lay-out and arrangement of facilities 36
Selection of a suitable market location. 40
Factors to be considered in the selection of a market site. 40
Possible market sites 43
Estimated cost of sites 49
Comparison of suggested market sites with respect to factors to be used in selecting a location. 50
The recommended market site 51
Alternative uses for land and facilities in existing markets. 53
Market development costs, operating expenses, and sources of revenue 54
Total market cost 55
Amortization of investment. 56
Taxes 57
Estimated annual operating expenses 58
Total annual revenue needed 58
Sources of revenue. 59
Who should build and manage the market 62
Potential benefits from a new and modern market. 71

Page

Possible savings in certain marketing costs of sellers 71
Buyers 75
Summary of savings to sellers and buyers 75
Other benefits 76

THE WHOLESALE PRODUCE MARKET AT HUNTINGTON, W. VA.

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IMPORTANCE OF THE HUNTINGTON MARKET

The wholesale produce market in Huntington, W. Va., is important in that supplies move through it to feed the city's population of nearly 100,000, as well as to feed people residing in its retail trade zone, the population of which is nearly one-half million. 1/ In general, the cities and towns depending on the Huntington market for supplies lie within a radius of 75 miles from Huntington. Cities and towns in the western end of this area are supplied in part by the wholesale markets of Cincinnati and Columbus, Ohio. Towns farther north are supplied in part from Pittsburgh, Pa. Most important outlets for the Huntington market are towns in the coal fields of West Virginia and eastern Kentucky, situated to the south and southwest of Huntington. Figure 1 shows the area served by the Huntington wholesale produce market.

Two railroads, the Chesapeake and Ohio Railway and the Baltimore and Ohio Railroad, deliver carlot shipments of perishable foods and dry groceries to Huntington.

Shipments into and out of the Huntington wholesale market by motor-truck move over numerous highways radiating from the city in all directions. Most important highways are route U. S. No. 60, on east-west highway; route U. S. No. 52, which approaches Huntington from the south and proceeds in a westerly direction through southern Ohio; State Route No. 10, leading to the

1/ Huntington Chamber of Commerce, 1949.

southeast; State Route No. 2, leading northeast in West Virginia; and State Route No. 7, extending northward into Ohio. Railroads and highways serving Huntington are shown in figure 2.

The variety and volume of products handled at wholesale in Huntington, sources of supply, methods by which they are transported to the market, the trade groups that handle them, and the manner in which they are distributed within and outside the city are discussed in this publication. The information and estimates are based on interviews with wholesale dealers in Huntington and in other towns in the distribution area, with farmers from the nearby producing areas, with truckers, buyers, the city market master, and on data obtained from the railroads.

Fruit and Vegetable Business

In 1949 total direct receipts of fruits and vegetables in Huntington by wholesale dealers, chain stores, truckers, and farmers selling on the market amounted to approximately 8,350 carlot equivalents, valued at nearly 15 million dollars. This volume, when compared with the 1940 volume of 4,500 carlots, represents an increase of approximately 85 percent. Rail receipts in 1949 were approximately 1,700 cars; trucks coming from distant producing areas, brought in the equivalent of 4,900 carlots; the markets of Cincinnati and Pittsburgh furnished approximately 1,100 carlot equivalents brought in by truck; and local farmers furnished approximately 650 carlot equivalents. These receipts are shown by type of handler in table 1.

Figure 1.--The shaded section of the map shows the area of distribution from the Huntington market.


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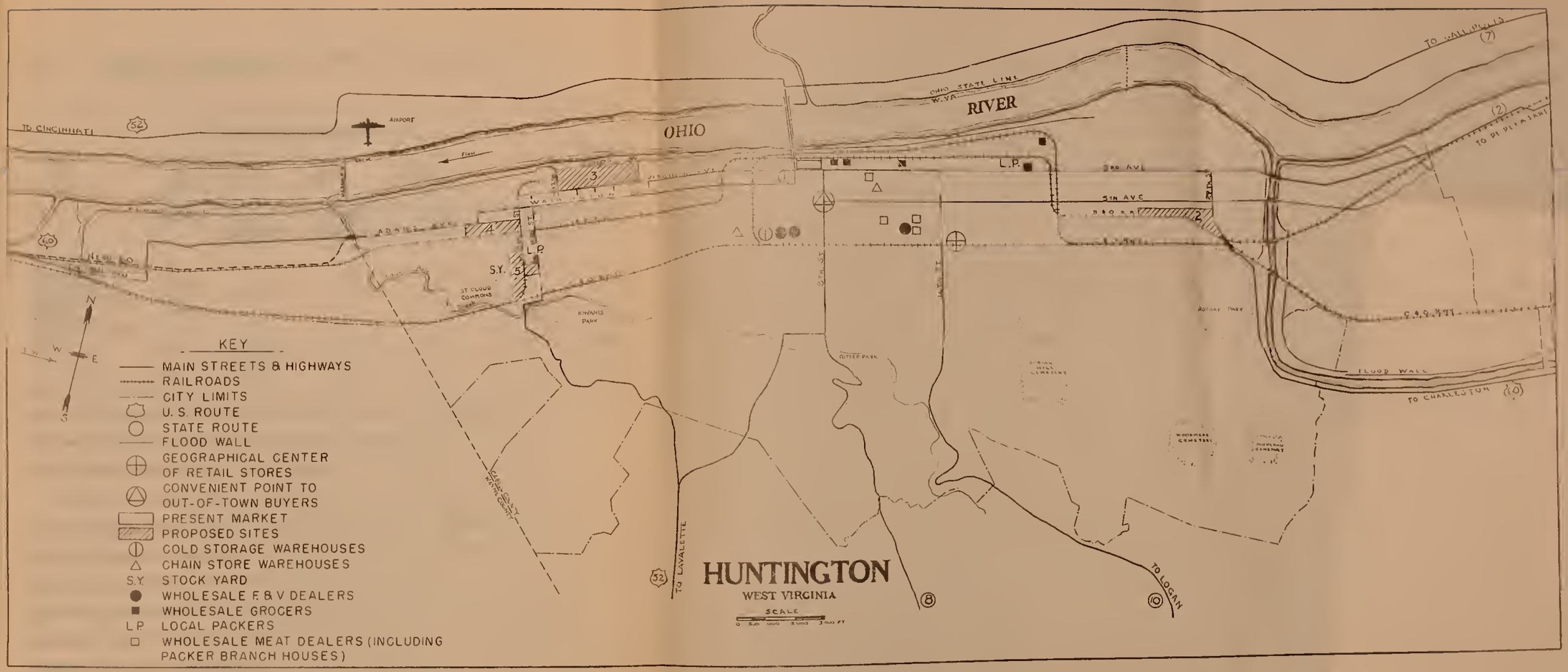


Figure 2.--Railroads, highways, principal streets, present wholesale market, wholesale facilities outside market area, cold storage warehouses, geographical center, proposed market sites, Huntington, W. Va.

Table 1.--Estimated receipts of fruits and vegetables at Huntington, W. Va., by type of handler, 1949.

Type of handler	Receipts by rail	Receipts by truck from-- Distant areas	Other cities	Local farmers		Total direct receipts
	Carlots	Carlot equivalents	Carlot equivalents	Carlot equivalents	Carlot equivalents	Carlots
30 dealers and chain store warehouse	1,700	1,900	1,100	350	3,350	5,050
Farmers at City Market	0	0	0	300	300	300
Truckers at City Market	0	3,000	0	0	3,000	3,000
Total	1,700	4,900	1,100	650	6,650	8,350

The direct receipts by rail and those received by truck from shipping areas and from Cincinnati and Pittsburgh included a wide variety of fresh fruits and vegetables from all parts of the United States and foreign countries.

Farmers in 6 West Virginia counties and in 4 Ohio counties, all within 40 miles of Huntington, devote considerable acreage to the commercial production of fruits and vegetables. These 10 counties reported nearly 16,000 acres in fruit orchards, vineyards, and planted nut trees in 1945. 2/ Included in this area are the important apple orchards near Gallipolis, Ohio. Important vegetable crops included white potatoes, sweet corn, fresh beans, tomatoes, cabbage, and cantaloups. In 1945, the 6,232 acres in white potatoes represented an increase of 8 percent over the acreage in 1940. The 1945 acreage in other commercial vegetable crops amounted to 6,331 acres, representing an increase of 69 percent over the 1940 acreage. More recent figures

2/ U. S. Census of Agriculture, 1945, Bureau of the Census, U. S. Department of Commerce.

are not available, but interviews with farmers, wholesale dealers on the Huntington market, county agents, and other agricultural workers indicated that the annual acreage shown in the 1945 figures has been maintained or possibly increased. Much of the nearby farm production finds a market in Huntington. Farmers who were interviewed said they would sell more of their produce in Huntington if improved wholesale facilities were made available.

Wholesale business in fruits and vegetables is conducted by 30 independent dealers with established locations, 1 chain store warehouse, and numerous merchant truckers and farmers who sell on the City Market. Two other chains operate retail stores in Huntington, but neither handles fruits and vegetables through a warehouse in the city. With the exception of the chain store warehouses whose operations are confined to supplying its own retail units, all these wholesalers sell to local retail stores, restaurants, hotels, and institutions within the city and to out-of-town buyers.

Only 30 percent of all fruits and vegetables received in Huntington in 1949 was distributed in the metropolitan area; 70 percent was sold to out-of-town buyers. About 60 percent of the out-of-town shipments moved southward into coal-mining districts, 20 percent moved eastward, 15 percent moved westward, and only 5 percent moved northward from the city. None of the wholesalers maintains regular delivery services to towns outside the metropolitan area. Occasional deliveries are made by wholesalers to Charleston and Logan, W. Va., Ashland, Ky., and other towns, but the majority of sales destined to go out of the metropolitan area are made to buyers who visit the Huntington market regularly. Some of these visiting buyers operate wholesale stores in their home towns, but many of them distribute only from their trucks either along established or irregular routes.

Poultry and Egg Business

The wholesale business in poultry and eggs is conducted by five independent dealers and two branch houses of national packers. The two national, and one local, chain store organizations handle no poultry or eggs through warehouses in Huntington. The national chains supply their retail stores with both poultry and eggs from warehouses in other cities. Retail units of the local chain store get deliveries of poultry and eggs from wholesalers in Huntington and nearby.

In 1949 the 5 independent dealers received the equivalent of approximately 100 carlots of live poultry and 115 carlots of eggs, all of which were received by truck. None of the independent dealers received dressed poultry. Although volume figures were not available, it is known that packer branch houses in Huntington received substantial quantities of dressed poultry and a sizable volume of eggs in 1949. All the dressed poultry and most of the eggs received by packer branch houses arrived by truck. However, a few receipts of eggs were by rail.

Some live poultry is furnished by nearby farmers, but the Huntington market depends heavily on supplies from the Rockingham section of Virginia and the eastern panhandle of West Virginia, and some supplies come from as far east as the Delmarva peninsula. Dressed poultry comes from the Rockingham section and from North Carolina. Eggs are received from local producers and from Ohio, Kentucky, Indiana, and as far west as Illinois.

In comparison with fruits and vegetables, a much higher percentage of the poultry and eggs received in Huntington is consumed within the metropolitan area. Of all eggs received, 45 percent is consumed in the metropolitan area, and 55 percent is shipped outside. Of the live and dressed poultry receipts,

70 percent is eventually consumed in the metropolitan area, and 30 percent is shipped to towns in the distribution area. The distribution pattern of poultry and eggs follows closely that of fruits and vegetables, the greatest volume going southward into towns in the coal fields.

Meat and Meat Products Business

Retail stores, restaurants, hotels, and institutions in Huntington obtain their supplies of meat and meat products from various sources. Two local slaughterers, one specializing in the slaughtering and processing of hogs and the other in the killing and processing of cattle and calves, are located in the city. Neither of these plants operates under Federal inspection, and for this reason distribution from the plants is limited to the State of West Virginia, under whose supervision the packing operations are conducted. Two national packers operate branch houses in Huntington; several other national packers distribute in the Huntington area on a car-route basis. Several wholesale meat dealers perform special services such as boning, the preparation of desired cuts, and other processing. Chain stores, both national and local, sell meats at retail, but none of their meat business is handled through Huntington warehouses. Figures relating to the total volume of meat and meat products produced and received in Huntington were not available, and it was not possible in the market survey to obtain dependable data from which a definite pattern of distribution could be developed. However, it is known that the local packers, packer branch houses, and the national packers operating car routes distribute meat and meat products from their own trucks along established routes both within the city and in a 50-mile radius from Huntington. Truckers from outside points, especially from coal field towns, buy meat and meat products from all types of wholesalers and distribute these commodities

in much the same manner and to the same destinations as they distribute other perishable products.

Wholesale Dry Groceries and Related Products

The wholesaling of dry groceries and grocery specialities in Huntington is conducted by six to eight dealers, several of whom combine the distribution of groceries and grocery specialities with the milling of grain, mixing of stock feed, and a general line of farm supplies, including hardware and implements. Distribution of groceries is handled in about the same way as that of perishable produce.

Buyers

It has been estimated that from 200 to 300 wholesale buyers visit the Huntington market daily. Although it was not possible to make an accurate check of these buyers, the best estimates obtained from interviews with representative buyers and the opinions of wholesale dealers indicated that at least two-thirds of all buyers are from outside the metropolitan area. A high percentage of these buyers come from the coal fields of West Virginia and Kentucky, lying to the south of Huntington. Some of these buyers represent established wholesale stores in towns and cities scattered throughout the area; others are merchant truckers who have no established locations but peddle from their trucks along regular routes or in a hit-or-miss manner.

The continuation and improvement of the Huntington wholesale produce market is of great concern to every citizen of Huntington and the surrounding towns as well as to wholesale produce dealers and their employees, farmers, truckers, retail food handlers, transportation companies, and other groups.

DESCRIPTION OF PRESENT WHOLESALE MARKET

Few facts relating to wholesale markets in Huntington prior to the establishment of the City Market in 1914 came to light during the survey. Fragmentary evidence, partly published and otherwise based on interviews with older dealers in the market, shows that at one time there existed a farmers' market and a few wholesale stores near Third Avenue and Tenth Street, a short distance from the landing of the Ohio River Ferry. Farmers from Ohio found this a convenient location, and wholesale dealers established their business in the neighborhood. Since no facilities were provided, farmers sold their produce in the open on public streets. Business of farmers and wholesale dealers increased with the growth of the city and the presence of the market in a neighborhood that was being developed as a retail district became undesirable. In 1914 the City Market was opened, and most of the business in wholesale produce moved to the district between Second and Third Avenues and along Seventh Street. Facilities of the City Market, built in 1914, on the west side of Seventh Street remain in use at the present time.

The principal wholesale market in Huntington is in the immediate vicinity of the City Market. Twenty-seven of the 30 fruit and vegetable dealers and all 5 dealers in poultry and eggs occupy stores in the City Market or within 3 blocks of it. Other wholesale establishments, including 3 stores of fruit and vegetable dealers, the branch houses of national packers, the facilities of local packers, the stockyards, chain store warehouses, and wholesale grocery stores, are scattered throughout the city. The locations of the City Market and of facilities used by others are shown in figure 2.

Facilities Owned by the City

The main building of the City Market is at the corner of Third Avenue and Seventh Street. Except for a section over 1 store, the building--constructed of brick--is one-story high and has no basement. It extends along the west side of Seventh Street to the corner of Commerce Avenue. At the corner of Third Avenue and Seventh Street a section of the building, approximately 90 feet by 50 feet, is used by 5 retail dealers who handle fruits, vegetables, groceries, meat, and other food items and who lease their stalls from the city. Some space at the extreme northwest corner of this section of the building is occupied by an office, used by the market master, a room for janitor's supplies, and rest rooms.

The part of the building along Seventh Street, between the retail section and Commerce Avenue, has been divided into 5 stores which are leased by the city to wholesale dealers in fruits and vegetables. Two other wholesale dealers, one handling fruits and vegetables exclusively and the other doing a combined business in fruits and vegetables and eggs, occupy city-owned stores on Commerce Avenue. These stores are not of uniform size. Their width varies from 18 feet to 40 feet and their depth from 20 to 75 feet. Floor space in individual stores ranges from 360 square feet to 1,000 square feet. With one exception, only first-floor space is available. A mezzanine or second floor extends over this one unit. Floor space in the 7 stores in city-owned buildings totals 6,960 square feet, as shown in table 2.

None of the wholesale stores in the City Market building has rear or side entrances.

A sidewalk 12 feet in depth borders the building on the Third Avenue and Seventh Street sides. This sidewalk is 8 to 10 inches above street level.

In front of the stores on the Seventh Street side, wooden platforms, 20 inches high, extend into Seventh Street a distance of about 10 feet beyond the sidewalk. A canopy, 12 feet above street level at its eaves, extends over the sidewalk on the Third Avenue side of the building, and on the Seventh Street side a similar canopy covers both the sidewalk and platforms.

The Commerce Avenue stores have neither sidewalk nor canopy but open directly onto the paved street.

In front of the 5 stores on Seventh Street, approximately 2,600 square feet of sidewalk and platform space is available under the canopy. None of the stores in the City Market building has direct rail connections. The two-wheel hand truck is the only labor-saving device used in city-owned wholesale stores.

Between Commerce and Second Avenues there are two open sheds parallel to Seventh Street. Each shed covers a platform, approximately 135 feet long and 12 feet wide, the surface of which is 8 to 10 inches above street level. Roofs, supported by posts near each edge of the platform, extend 12 feet beyond the platforms on each side. Eaves are 12 feet above the level of streets, and at the ridge pole the roof is about 16 feet above street level.

A paved roadway between platforms is 50 feet in width. The sheds, including the Second Avenue ends, provide spaces for about 70 farmers and truckers. For stall space on the City Market, farmers who reside within 50 miles of Huntington pay 50 cents per day for small trucks and $1 per day for large trucks. This same group of farmers may rent regular space on the market at $7.50 per month for a truck of any size. Merchant truckers with headquarters within 50 miles of the city pay $1 per day for each truck. Truckers from outside the 50-mile radius are assessed $25 per day for each truck. It is common practice for the market master to collect multiple fees from stalls. When the occupant has sold his produce and moves out of a stall, this space is rented again to another seller.

Table 2.--Estimated number of square feet of produce space and office space in 30 fruit and vegetable and 5 poultry and egg stores, and the annual rental values of these stores, at Huntington, W. Va., 1949.

Store space	Space in basement	Space on first floor	Space on second floor	Total space, all floors	Office space	Net produce space	Annual rent
	Sq. ft.	Sq. ft.	Sq. ft.	Sq. ft.	Sq. ft.	Sq. ft.	Dollars
Fruit and vegetable stores:							
In city-owned buildings	0	6,035	925	6,960	330	6,630	3,600
In privately owned buildings--City Market area	4,000	54,685	9,300	67,985	2,780	65,205	28,945
In stores outside City Market area	0	18,000	0	18,000	1,345	16,655	7,400
Total/fruit and vegetable stores in	4,000	78,720	10,225	92,945	4,455	88,490	39,945
Poultry and egg stores:							
In privately owned buildings--City Market area	0	14,690	0	14,690	565	14,125	7,800

In 1949, total rentals of $23,214 were collected by the city of Huntington from users of facilities in the City Market. This total included $17,514 from farmers and truckers, $3,600 from occupants of wholesale stores, and $2,100 from lessees of stalls in the retail section. Expense of operation, including salaries, maintenance, and supplies were slightly over $11,000, leaving a net income of approximately $12,000.

Privately Owned Facilities in Area of City Market

The wholesale stores of 20 dealers in fruits and vegetables and 5 dealers in poultry and eggs occupy privately owned buildings in the vicinity of the City Market. These stores are located on Seventh Street, opposite the City Market; on Second and Third Avenue; Commerce Avenue; and on unnamed alleys between Second and Commerce Avenues, west of the farmers' and truckers' sheds. Seventeen fruit and vegetable dealers and all 5 poultry and egg dealers rent their stores. Three fruit and vegetable dealers are owners of their store properties. Two of the fruit and vegetable stores have basement, first, and second floors; 3 of the stores have first and second floors; and the remaining 15 stores have first-floor space only. Poultry and egg stores have only first-floor space. None of these stores was originally designed for use in the wholesale business, and there is no uniformity in their style or size. In width, the stores range from 6 feet to 60 feet and in depth from 8 to 175 feet. Within the stores, first-floor space ranges from 110 square feet to 7,500 square feet. Total space on all floors is approximately 82,675 square feet as shown in table 2. None of these stores in the vicinity of the City Market has platforms at truck-bed height. Sidewalks in front of stores are 8 to 10 inches above street level and have a depth averaging 9 feet.

In front of stores on the unnamed alleys, there is a wooden platform about 12 inches above the level of the pavement. In front of 2 stores, the depth of the platform is approximately 9 feet; adjoining other stores the platform is only 4 feet deep. Stores on Commerce Avenue have no sidewalk space. Total sidewalk space in front of the 25 stores is approximately 5,400 square feet.

Only 8 of the stores have side or rear entrances. None of these stores in the vicinity of the City Market has rail connections. For the 25 privately owned stores in the City Market area, dealers paid in 1949 rents or estimated rental value (in the case of owners) amounting to $36,745. Two-wheel hand trucks are in common use. Several dealers use roller conveyors and banana racks, and semi-live skids are used in one store.

In the City Market area there is a concentration of other wholesale and retail business in no way related to the market. On each side of Third Avenue and commingled with the poultry and egg stores are establishments dealing in furniture, hardware, office supplies, drugs, junk, and other merchandise. A detachment of the city fire department is housed on the north side of Third Avenue a few doors from the corner of Seventh Street.

Streets and Traffic in the City Market Area

Several situations combine to create serious traffic congestion in and around the City Market area. The proximity of major highways and the commingling of nonrelated business establishments with wholesale stores result in a heavy and steady flow of vehicles. Narrow streets, many of which have been designated for the one-way movement of traffic, are inadequate to handle the large volume of trucks and other vehicles using them. Highway route U. S. No. 60 passes through the city on Third Avenue, bordering the market. The approach to the

Huntington-Chesapeake Bridge, which carries highway route U. S. No. 52 from West Virginia into Ohio, is at the corner of Third Avenue and Sixth Street, which likewise is a boundary of the market area. In the market area, Third Avenue is 51 feet wide; Seventh Street is 54 feet wide but its use is limited to 44 feet by the platforms and canopy along its western side; Commerce Avenue is 30 feet wide; and Second avenue is only 30 feet wide between the curb in front of stores and the rail track on the opposite side. The bridge approach limits the usable width of Sixth Street to 18 feet. On streets within the market, traffic moves in one direction only. Seventh and Sixth Streets have each been designated for use of northbound traffic between Third and Second Avenues. On Second Avenue eastbound traffic only is permitted between Sixth and Eighth Streets. Commerce Avenue between Sixth and Seventh Streets carries westbound traffic only. A 1-hour parking limit has been placed on vehicles using streets around the market. No public off-street parking lots are to be found in the immediate vicinity of the market.

Team Tracks Serving the City Market Area

Team tracks for the delivery of perishable and other merchandise are maintained by both railroads in yards immediately north of the City Market area between Second Avenue and the flood wall and between Sixth and Eighth Streets. The capacity of these team tracks is adequate to handle the delivery of all perishable freight consigned to dealers in the market. At the end of the team-track yard nearest Eighth Street is a freight house used by the Chesapeake and Ohio Railway for handling general freight.

New Construction in the City Market Area

Early in January 1950 fire destroyed stores, occupied by 5 wholesale dealers in fruits and vegetables, at the corner of Second Avenue and Seventh Street. Two of these dealers now occupy temporary quarters on Second Avenue between Seventh and Eighth Streets, one has consolidated his operations in his main warehouse at Fourth Street and Seventh Avenue, another is operating from a temporary stand in one of the alleys between Second and Commerce Avenues, and the Fifth is not actively engaged in business at the present time. The owner of the stores which were destroyed by fire is now constructing on the same site a one-story building fronting approximately 90 feet on Seventh Street and 90 feet on Second Avenue. This building will be divided into seven stores for use as wholesale fruit and vegetable stores. First-floor space in the seven stores will approximate 8,000 square feet.

Immediately east of the Huntington-Chesapeake Bridge on Sixth Street, and between Second and Commerce Avenues, construction of another private building to house fruit and vegetable dealers was underway at the time of the survey. This building is 135 feet long along Sixth Street and 95 feet along Commerce and Second Avenues. It is a type of open shed, the roof being approximately 20 feet above street level. A paved driveway 40 feet in width runs through the center of the building parallel to Sixth Street. The inside of the building is divided into 20 small stores. Each of the 10 stores on the Sixth Street side are 40 feet by 12 feet. The 10 stores on the opposite side of the driveway are 25 feet by 12 feet. In the 20 stores the approximate first-floor space is 7,800 square feet. Date of occupancy was set at about April 15, 1950.

Facilities Outside the City Market Area

Two wholesale dealers in fruits and vegetables have stores near the corner of Seventh Avenue and Fourth Street. These adjoining stores are modern, one-story buildings with rail connections and delivery platforms at truck-bed height. Another dealer in fruits and vegetables occupies part of a large warehouse near Seventh Avenue and Thirteenth Street. This facility also is served by direct rail connections and has platforms at truck-bed height. The locations of these fruit and vegetable stores are shown in figure 2. The 3 stores contain approximately 18,000 square feet of first-floor space. (See table 2.) No space other than first-floor is used. The rental value is approximately $7,400 per year.

One chain store warehouse located near Seventh Avenue and Second Street is served by direct rail connections and has platforms at truck-bed height. Rail receipts in excess of the daily capacity of the spur track are unloaded from team tracks in a yard near the warehouse. The other chain store warehouse is located near the center of the downtown business section and has neither rail connections nor platforms at truck-bed height. The locations of these chain store warehouses are shown in figure 2.

Stockyards are located south of Monroe Avenue and west of Fifteenth Street West. This facility, which occupies about one city block, is equipped with unloading chutes, pens, and a small sales pavilion. During the active marketing seasons, sales are held three times weekly. All receipts and shipments are by truck. There is no rail connection to this facility. The location of the stockyards is shown in figure 2.

Facilities used by two local slaughterers are located in opposite ends of the city, as shown in figure 2. No rail connections are available to either plant. Although some of the buildings in use are old, they are maintained in

a sanitary condition and are equipped with modern machinery and cold storage rooms.

The plants of the independent wholesale dealers in meat and meat products, as shown in figure 2, do not have rail connections. All supplies are received and forwarded by truck.

Direct rail connections are available to the branch houses of the national packers, and deliveries from these facilities may be made from platforms at truck-bed height. Both branch houses have ample cold storage rooms and are equipped with rooms for the candling and cartoning of eggs. The locations of the packer branch houses are shown in figure 2.

Warehouses handling wholesale groceries and related products are scattered throughout the city, as shown in figure 2. In all these warehouses rail receipts may be unloaded direct from rail cars. Truck handlings are from platforms at truck-bed height.

The combined capacity of two public cold storage warehouses in Huntington is approximately 220,000 cubic feet of cooler and 31,000 cubic feet of freezer space. In addition, about 1,000 frozen food lockers are available in the two plants. One plant has direct rail connections and handles truck receipts and deliveries from platforms at truck-bed height. Neither rail connections nor delivery platforms are available at the other facility. The locations of these cold storage plants are shown in figure 2.

Special Facilities in Wholesale Stores

Some dealers in fruits and vegetables have installed in their stores special equipment for the handling of produce in which they specialize. In the 30 fruit and vegetable stores there is a combined cold storage space of approximately 58,800 cubic feet. These same stores have approximately 37,200 cubic feet of space used in ripening bananas and tomatoes. In poultry and egg

stores, refrigerated space amounts to only 2,500 cubic feet. Most dealers depend on the use of ice. All poultry and egg stores have rooms where batteries of live poultry may be kept, and all these stores have scalding vats and mechanical pickers. Each poultry and egg store is equipped with egg-candling rooms. In 1949 fruit and vegetable dealers paid a reported $4,675 and poultry and egg dealers paid a reported $240 for rental of cold storage, on a package basis, in public warehouses.

The 30 fruit and vegetable dealers employ 173 persons, including owners, and operate 87 trucks. In the 5 poultry and egg stores there are 29 employees, including owners, and 12 trucks are operated.

Market Regulations

Excepting the retail section of the City Market and the farmers' and truckers' sheds which are under city supervision, no market regulations are in effect. Here opening and closing hours only are regulated. In general, from May 1 through August 31 the farmers and truckers' market is open every day including Sunday. From September 1 through April 30 the market operates 6 days per week. The retail section is open 6 days a week the year-round. From May 1 through September 30, the hours are from 7 a.m. to 6 p.m. From October 1 to May 1, the hours are from 8 a.m. to 5:30 p.m. Wholesale stores in all parts of the city generally are open 6 days a week. No regular opening and closing hours are observed. In the summer months when receipts from farmers and truckers are liberal, the wholesale stores open about 5 a.m. and close at 5 to 6 p.m. In the winter months most of the wholesale stores open at 7 a.m. and close about 6 p.m. One dealer in fruits and vegetables advertises that his place of business is never closed.

DEFECTS IN THE PRESENT MARKET

Plans to improve the wholesale produce market in Huntington must, of necessity, include an attempt to correct major defects in the present market. Outstanding defects in the present market are discussed in the following paragraphs.

Inadequate Area

The area included in the principal wholesale market in Huntington is about equal to that contained in 2 average city blocks. This small area contains 27 wholesale fruit and vegetable stores, 5 wholesale poultry and egg stores, the city retail market, and sheds for farmers and truckers, as well as many other establishments engaged in both wholesale and retail business in no way related to the produce market. The retail shopping district of the city is only 2 to 3 blocks from the produce market. Bordering the market on 2 sides are streets heavily burdened with traffic. These streets are parts of interstate motor routes. Streets within the market are narrow, and parts of each street have been designated for one-way traffic only. Serious congestion is brought about by the large number of trucks handling the market business. En route to and in leaving the market, these trucks have to compete with heavy nonmarket traffic on streets bordering the area. The delays caused by this situation result not only in loss of time but in deterioration of the perishable produce through exposure.

Poorly Designed Stores

The stores used by wholesale dealers in fruits, vegetables, poultry, and eggs, with few exceptions, have been converted from buildings originally intended for other uses. They are old, poorly constructed and arranged, and in need of repair. None of the buildings are fireproof, and their construction

makes them susceptible to inroads of rodents and vermin. The uneven and worn condition of the floors limits the use of labor-saving equipment in the stores. Obstructions such as old partitions and posts result in much wasted space. Only three wholesale stores have platforms at truck-bed height. In all other stores merchandise--receipts and deliveries--must be manually lowered to or lifted from sidewalks. The narrow width of most stores does not give enough back-in space for trucks. In nearly all stores, the handling of produce is by way of the front door. The canopy over the sidewalks and platforms in front of the stores in the City Market building is not high enough to accommodate trucks serving the stores. In front of these stores trucks must park parallel to the sidewalk, outside the canopy, as the width of the street and the present height of the canopy will not permit trucks to back under the canopy.

Lack of Rail Connections to Stores

Rail connections are available to only three independent wholesale stores. Rail receipts of all other dealers must be trucked from team tracks to wholesale stores. In 1949 about 875 carloads of fruits and vegetables were trucked from team track to stores. Trucking this amount of produce is not only costly in terms of cash paid for the operation, but also results in substantial losses occasioned by extra handling and deterioration through exposure to the weather. The railroads serving Huntington maintain sufficient team tracks for unloading all receipts of perishable produce now being handled by dealers. These team tracks are within two blocks of wholesale stores in the City Market area. However, because of one-way traffic regulations trucks cannot use a direct route from the team tracks to stores on Seventh Street and Commerce Avenue. Instead they must travel about twice the actual distance, in many cases along Third Avenue where they tangle with nonmarket traffic. If all stores in the market had direct rail connections, nearly all this trucking could be eliminated and

much loss could be avoided.

Inadequate Facilities for Farmers and Truckers

The only facilities provided in the market for the use of farmers and truckers are the two sheds in the City Market described in a previous section. The usefulness of these sheds is limited by their size, design, and location. No major changes in the design and lay-out of these sheds have been made since 1914, when they were built as part of the City Market. Meanwhile the volume of business in the market has increased, and in the methods of marketing agricultural products changes have taken place. Whereas in earlier years farmers conveyed their produce from nearby farms to the market in horse-drawn vehicles, now they come from longer distances and use large trucks. There are also merchant truckers who arrive with large trucks laden with fruits and vegetables, some of which may have been grown at considerable distances from the market. The existing facilities are not adequate to present-day needs either in extent or in plan of construction. The city has attempted to take care of the space needs of both farmers and truckers in the available sheds. Sales and display space on the platforms is not adequate for the needs of both groups. Large trucks, because of their height, cannot back under the shed roofs, which are only 12 feet high at the eaves. The overhanging roofs cut down the width of the street to about 26 feet between sheds. Criticism of present facilities, voiced both by farmers and truckers, relates to lack of space under roofs and the style of the sheds which prevents their full use. However, a principal defect in the facility for farmers and truckers is its location. The sheds are bounded on three sides by wholesale stores along streets where traffic congestion is at its worst. Trucks of buyers and sellers using the farm sheds are always subject to serious delays in their movements.

Difficulty in Enforcing Regulations

So long as business in the market is conducted as at present, in private stores on public streets, it is virtually impossible to make or enforce regulations beneficial to the wholesale trade.

A wholesale produce market is made up of many different businesses and types of operators, and individuals should have a wide degree of freedom in their operations. However, a few rules and regulations are beneficial to all concerned. Two such regulations are commonly needed. First, regular selling hours would be helpful to sellers and buyers alike. If regular hours were enforced, those offering goods for sale would know when to prepare for buyers. Buyers would know when to come to the market to obtain the largest assortment of produce. Also, regular hours would aid in stabilizing prices. Before the opening hour, traders could size up the supply and demand situation. The second rule which might be desirable is one relating to traffic control, particularly the exclusion of nonmarket traffic from the market area. If a wholesale produce market were located in a properly chosen location, there would be slight chance of nonmarket traffic coming into the area. However, if for any reason it did develop, it could be excluded.

INTEREST IN AN IMPROVED WHOLESALE MARKET

The city of Huntington and towns in the distribution area can best be served by one modern wholesale market where buyers can obtain a complete line of food commodities. The following paragraphs set forth the results of the market survey which covered the different groups of operators on the City Market to ascertain their interest in a proposed new market.

All 30 independent dealers in fruits and vegetables stated they would be interested in a new market. Of the 30 dealers, 27 made definite requests for produce space. Although there were several dealers with minor reservations concerning their immediate participation in the new development, all recognized the advantages of the consolidation of the entire group in one location. Two of the 3 dealers who did not make requests for space in the proposed new market plan to continue business in their present locations. One of these has asked for office space only in the new market. The third expects to retire from business.

Four of the five independent dealers in poultry and eggs requested space in the new market. The fifth dealer, while interested in the new market, preferred to remain in his present location for the time being.

One independent wholesale dealer in meat and meat products, whose business is similar to that of dealers in fruits, vegetables, poultry, and eggs because he serves buyers who visit his store, requested a small store in the proposed new market.

Ten merchant truckers expressed an interest in the new market and said they would want space. Five requested stall space only, and the other 5 asked for space in a protected shed.

Contact with farmers was limited to a representative group of 16 who attended a meeting held in Huntington in March 1950. This group was unanimous in its interest in a new market and indicated that all farmers in the area would sell in the new facility.

Two wholesale grocers who do a relatively large cash-and-carry business requested space in the new market where this part of their business could be handled.

A large number of representative buyers from Huntington and many surrounding towns were interviewed during the course of the survey. It was the unanimous opinion of these buyers that improvement of the Huntington market is needed. Of these buyers, 94 percent reported that on their visits to the market they experienced delays ranging from one-quarter of an hour to a full hour because of traffic congestion in the market. All these buyers stated that time could be saved in a new market. Several buyers said they could save as much as 2 to 4 hours per trip.

Reports of dealers and buyers who were interviewed indicated general agreement as to the need for improving the wholesale market facilities. The active participation of the various groups that may be expected to use the new market will depend on a number of factors not yet clear to them. These factors include the rental cost (including any advance of funds that might be required), their voice in the management of the market, and, in some cases, the disposition of property they now own and occupy. Of course, it could not be expected that everyone involved would agree to acquire or otherwise use facilities in a new market if built. Many wholesalers have certain contractual obligations which would prevent them from moving into a new market on a particular date. A new market should be built only if a substantial percentage of the produce dealers, farmers, and truckers would use it. Those dealers and others who cannot move at once to the new market should be given every opportunity to acquire space in it at a later date because the addition of these operators would tend to assist in achieving the objective of a centralized market.

THE SIZE AND KIND OF MARKET NEEDED

Plans for the development of a new market must be flexible. In spite of efforts to determine the exact needs of all groups and individuals who would use facilities, some dealers may overestimate their requirements, and others may not plan enough space for their operations. Then, too, some dealers who are unable to make their determinations now may decide later to move to the new market. The recommendations for the development of the proposed market are made on the assumption that the volume of produce handled and methods used will be about the same as at present.

Those responsible for the planning of the proposed new market should make sure that it is not overbuilt. A good rule to follow is to limit the initial construction to space for which satisfactory leases have been obtained from responsible parties. However, from the very beginning plans should include ample area for future expansion. This area should be large enough to take care of any additions to facilities originally built and also to accommodate new enterprises which may be expected to develop in the market or to gravitate to that general area. It would be mutually advantageous to the market and to new dealers if space were available to take care of all wholesale produce dealers. No segment of the trade should be excluded from the market because of insufficient space.

In order that the Huntington wholesale market may provide adequate facilities for sellers and buyers, the initial facilities constructed should be so planned that additions may be made without changing the original relationship of the businesses in the market. Wholesale stores to be built initially should be so placed on the site that more store units may be added at a later date. If construction is properly planned, additional stores may be added at any time, streets may be extended, additional parking space made available, and other facilities provided to meet expansion needs. Similar plans should be followed with respect to farmers' and truckers' sheds, railroad tracks,

Based on the volume of business handled by the various groups and individuals who stated that they would be interested in moving to a new market, the facilities needed in a new market to meet their requirements would be: (1) Stores for wholesale dealers in fruits, vegetables, poultry, eggs, meats, and dry groceries; (2) sales sheds for merchant truckers; (3) sheds for farmers and truckers; (4) office space for the market management and others; (5) restaurant; (6) public toilets; (7) rail connections to wholesale stores; (8) team tracks; (9) parking space; (10) streets; and (11) fence. In addition, space should be set aside for future expansion of facilities constructed in the beginning and for the addition of other types of facilities.

Wholesale Stores

Thirty wholesale store units, 22 1/2 feet wide and 60 feet deep, are recommended for the use of 21 fruit and vegetable dealers, 1 dealer in meat and meat products, and 2 wholesale grocers, all of whom have requested space on the new market. Space is recommended, in a later section of this report, for 6 other fruit and vegetable dealers, whose business consists principally of the receipt of produce by truck and its distribution to other dealers and truckers. It is recommended that one building containing a total of 24 units without basements be constructed--23 1/2 units for the use of fruit and vegetable dealers and the 1/2 unit for the dealer in meat and meat products. A second building containing 6 units should be constructed for the occupancy of 2 dealers in groceries and grocery specialities. Each of these buildings should have rail connections in the rear consisting of double rail tracks parallel to the platforms.

A width of 22 1/2 feet for store units with double spur tracks placed at the rear of the building would permit the placement of two refrigerator cars behind each two units. The car on the outside track could be unloaded through the car on the track next to the platform.

Store buildings recommended should have covered platforms 24 feet deep in front and 12 feet deep in the rear. The front platform should be about 45 inches high from street level. That is about the average height of the floors of trucks. A 4- by 6-inch plank could be bolted to the front platform to prevent damage to the truck and platform when trucks are being backed to the front of the stores. A step about 22 1/2 inches high and 24 inches wide should be placed along the entire length of the front platform to permit buyers' ready access to the platform. Also, small panel trucks and other low-type vehicles could be serviced from this step, and such a step would not interfere with the backing of large trucks to the platform.

The rear platforms of fruit and vegetable stores, where most receipts would be in refrigerator cars, should be about 55 inches above street level. Stores used by wholesale grocery dealers, who receive many shipments in box-cars should have rear platforms about 44 inches high. Platforms at about the level of car floors will permit the use of a near-level plate between the car floor and platform and thus aid materially in the use of wheel-type equipment in unloading. In using any height of platform in excess of 39 inches, it is necessary to place the center of the first set of railroad tracks 8 feet from the edge of the platform in order that refrigerator car doors may be opened without hitting. This space between the car and platform is also necessary to meet safety requirements. Pavement in the rear of buildings should be level with the tops of rails to permit use of the rear platform by trucks when rail cars are not on the tracks.

A shed-type roof should be placed over the front and rear platforms. Drainage of the roof should be toward the building with downspouts at the building to prevent water from running off the roof into trucks parked at platforms. Where the roof is only 12 feet wide, it may be suspended, but for a 24-foot roof supports should be provided. These supports should be

set in 4 feet from the front edge of the platform to prevent trucks from bumping them when backing to the platforms and to facilitate loading and unloading of trucks. The eaves of the roofs should be not less than 14 feet above street level so as to clear the tops of the trucks when backing to platforms. An overhanging roof may be placed over the front platform, but over the rear platform where rail cars would be placed, the overhang is limited by railroad regulations.

Ceilings should be not less than 18 feet in the clear at the rear of stores to permit the construction of mezzanine offices. These offices should be about 15 feet deep and placed at the rear of stores. The mezzanine could be of steel, wood, or concrete construction with about an 8-foot clearance between the floor of the building and the joist of the mezzanine. Access to the office could be by way of a stairway from the store. Toilet facilities could be placed on the mezzanine. From these mezzanine offices proprietors of stores would have an unobstructed view of the front half of the store and the front platform where most of the trading takes place. Overhead doors, approximately 20 feet wide, should be provided at the front of stores. Standard double doors, approximately 10 feet wide, should be adequate at the rear.

A design for a wholesale produce building as described is shown in figure 3. A suggested plan for a wholesale produce store is shown in figure 4.

Experience in other markets has indicated the desirability of each dealer's providing his own refrigerating rooms, ripening rooms, and special equipment, since dealers' operations and needs vary widely. At any rate, the advisability of including such features in stores can be determined only after the exact needs of each lessee are known. Heat, light, and power for special equipment should be provided by the lessee. Connections for utilities should be built into each store unit.

Nine of the fruit and vegetable dealers who do only a small volume of business would require only 1/2 of a standard store (22 1/2 feet by 60 f feet) each, in which to operate. Space requirements of the other 12 dealers will range from 1 full unit to 3 units. For two reasons it probably would be desirable to intersperse the small stores with the larger ones. First, nearly all the small stores would have frontage, along with the larger stores, on the main street of the market. Second, dealers in small stores depend to a large extent on larger dealers for their supplies, which, under the suggested arrangement, could be delivered with a minimum use of hand trucks. The 1/2 unit for use of the dealer in meat and meat products could be located in one end of the building where fruit and vegetable stores are planned.

In the 23 1/2 units planned for fruit and vegetable dealers, there will be 31,725 square feet of inside space and 6,210 square feet in the usable one-half of the front platform where fruits and vegetables could be displayed and sold. The 37,935 square feet would be approximately 90 percent of the first-floor space in stores which are now being used by the same dealers. The space in the one-half store unit for the wholesale dealer in meat and meat products could not be compared with the space he now uses, for the reason that at present he occupies premises jointly with another dealer. In the case of all fruit and vegetable dealers and the meat dealer it is believed that sufficient space has been planned for their operations.

The 8,100 square feet of inside space in 6 units provided for dealers in groceries and grocery specialities cannot be compared with the space now used by them, since these dealers intend moving only the cash-and-carry part of their business to the new market. The space has been recommended to meet the requests of these dealers and is assumed to be conservative. If it is

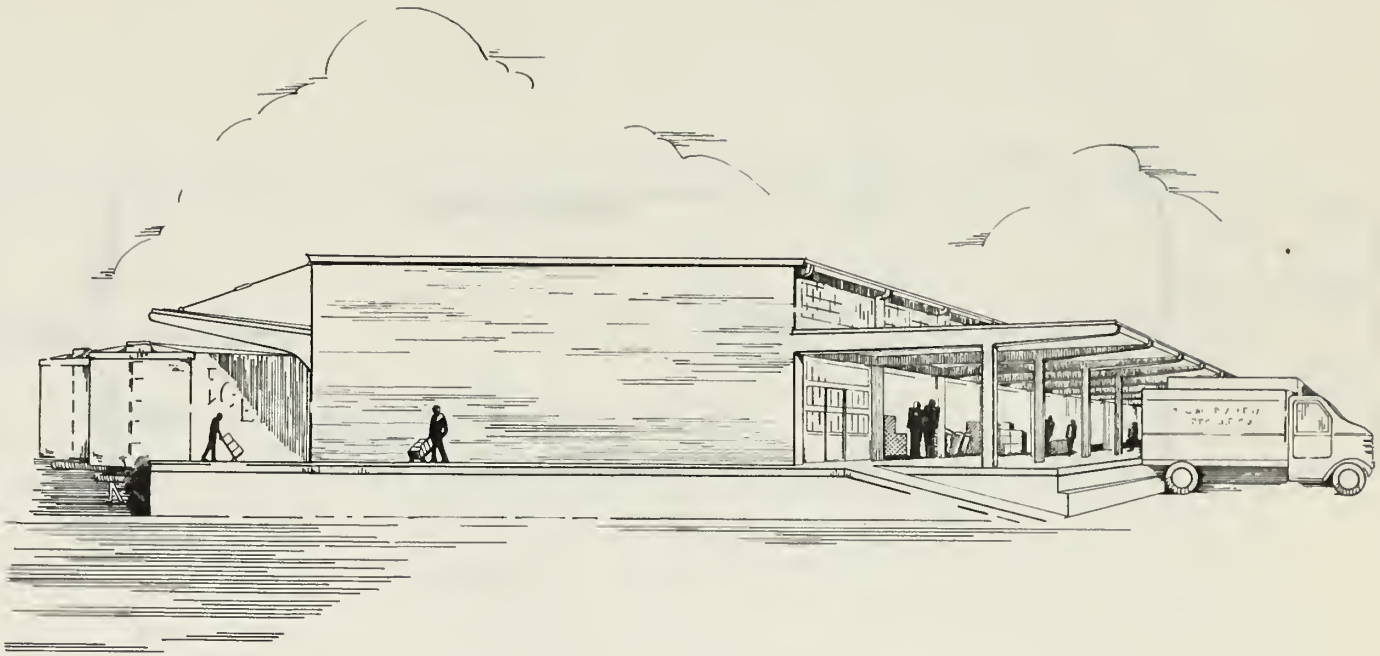


Figure 3.--Design for a wholesale market building.

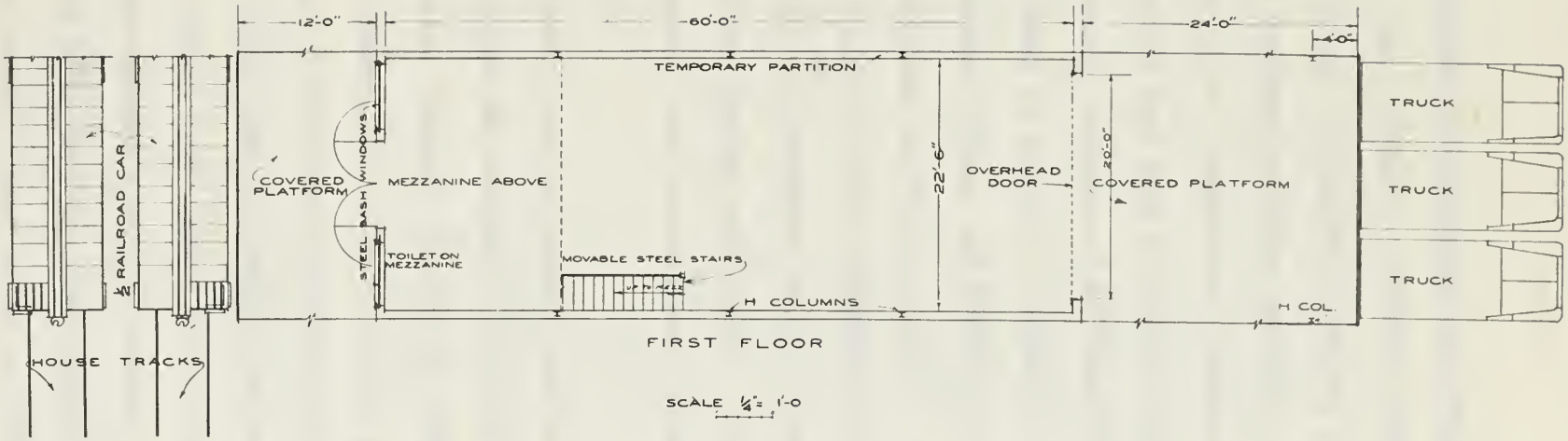


Figure 4.--Suggested floor plan for a wholesale fruit and vegetable store, $22\frac{1}{2}$ by 60 feet.

found, after operations in the proposed new market are underway, that more space is needed by these dealers, additional units could be built.

For the use of the 4 independent dealers in poultry and eggs, it is recommended that a separate building, one-story high, without basement, and containing 4 units, be constructed. Store units in this building should be 30 feet wide and 50 feet deep with front and rear platforms each 12 feet in depth. The building, although of different dimensions, would be similar in design to that shown in figure 3. Heights of platforms, roof construction, provision for mezzanine offices, and front and rear doors should be the same as those in the buildings for fruit, vegetable, meat, and grocery dealers. As in the case of dealers in other products, it is recommended that refrigeration and other special equipment should be provided by the individual dealer, since business demands vary greatly. In any event, the design and installation of special rooms and equipment should conform to local and other health requirements.

At present poultry and egg dealers receive all their supplies by truck. For this reason the necessity for direct rail connections to their stores does not exist. However, should the location of the market building be such that rail connections could be readily supplied to these stores, this should be done at the time stores are built. At some later date, changing conditions may make rail connections desirable. The 4 units recommended will contain 6,000 square feet of inside space on the first floor. Although this space represents only 60 percent of the 10,000 square feet of space in stores now being used by these dealers, it is considered sufficient, since the space in present stores cannot be fully used because of poor inside arrangements. Then, too, in each new unit there will be 360 square feet of front platform space, of which about one-half will be usable as sales space.

Facilities for Farmers and Truckers

For the use of the 6 independent dealers who receive all their fruits and vegetables by truck and distribute these supplies to other dealers and truckers, and for the use of 5 merchant truckers who have requested enclosed space and others who may require similar space, the construction of an enclosed shed is recommended. This shed would be a frame structure having a concrete platform 32 feet wide. The platform should be 45 inches high, and a step about 24 inches wide and 22 1/2 inches high should extend the full length of the shed on both sides of the platform. On one side of the platform, stalls 10 feet by 20 feet would be constructed by enclosing 20 feet of the platform width. This would leave an open platform 12 feet wide, on the far side of which 6 feet should be kept clear as an aisle for buyers. The platform should be covered with a roof 42 feet wide, which would provide an overhang of 5 feet on each side of the platform. Stalls in the enclosed section of the shed would be divided by temporary partitions to permit an occupant using more than one space to have continuous and unobstructed use of it. Sellers' trucks could back to the platform on the side nearest the stalls. Buyers would use the platform on the opposite side. The design of a shed of this type is shown in figure 5.

It is recommended that a shed of this type, approximately 200 feet long, be constructed for the use of the 11 dealers and truckers who have requested such space and to take care of the needs of other operators who may wish to do a similar business in fruits and vegetables. This shed will have approximately 4,000 square feet of enclosed space where unsold part-loads of produce could be unloaded for short-term storage. The shed would accommodate 20 sellers' trucks and 20 buyers' trucks at any one time. As buyers complete their purchases and the loading of their trucks, they can move out to make room for

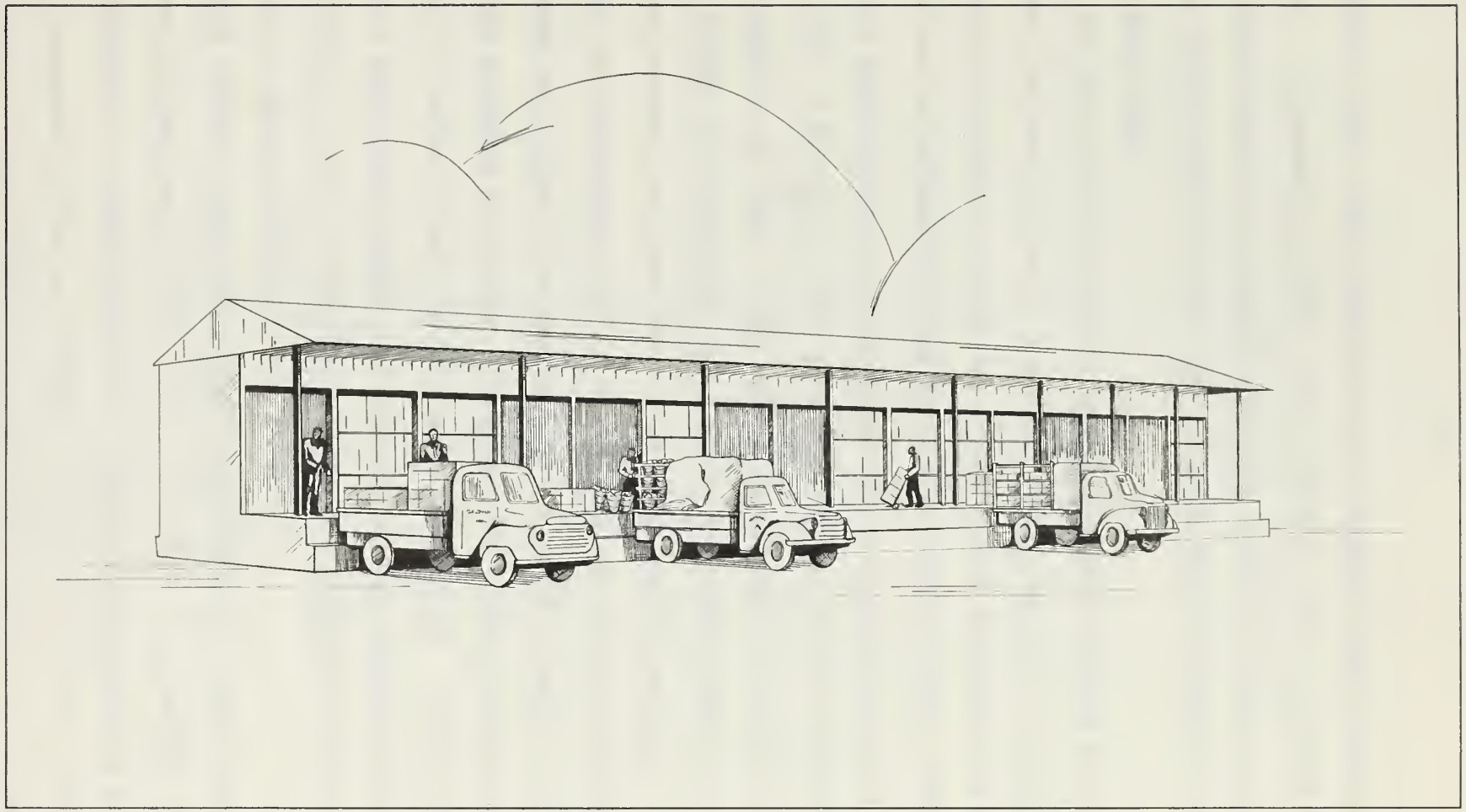


Figure 5.--Design for a truckers' shed.

other buyers' trucks. This process could be repeated several times during a market day. No comparison of this space with that now in use could be made for the reason that the full number who would use the new space is not known and those making request for this type of space now do business in various kinds of facilities.

For the use of farmers who will be offering their produce for sale in the market, the construction of open sheds is recommended. It is recommended that initial construction include one or two covered platforms with stall space along one side to accommodate about 50 farmers' trucks. Sheds should be of center-post construction with roofs about 24 feet wide and eaves 14 feet above street level. A platform 12 feet wide at truck-bed height should run the entire length of the shed. On one side a step 24 inches wide and about one-half the height of the platform should extend the entire length of the shed. Farmers or truckers could then back their trucks against one side of the platform under the overhanging roof and unload at least a part of their produce onto the platform for display. The remaining space should be ample for hand trucks to pass and exchanges to be made. The other side of the platform should be kept open for buyers to load purchases onto their trucks. Stalls should be at least 10 feet wide to permit easy parking and free movement between trucks. An illustration of this arrangement, as well as a suggested design for sheds of this type, is shown in figure 6.

A shed 500 feet long could be built. If space will permit, two sheds, each about 250 feet long, could be built, each shed to accommodate 25 sellers. If so constructed, a street between the 2 sheds, not less than 60 feet wide, should be reserved for the use of buyers. Streets outside the sheds which will be used by sellers should be not less than 80 feet wide to accommodate large trucks, and leave adequate space for their movement. The decision as

to the construction of 2 sheds each 250 feet long or one shed 500 feet long will be determined by the physical features of the site selected. In all events, streets on which the sheds are located should be of the widths suggested and ample nearby space for expansion provided. The capacity of the suggested sheds would be about twice the space that is now used in the City Market. Although this space may not accommodate all farmers on peak days, overflow could be handled in nearby open space.

Rail Connections to Stores and Team Tracks

Rail connections to the 30 store units in the section for fruit and vegetable dealers and wholesale grocers will provide space for about 30 rail cars at the rear of stores at any one time.. This capacity could be increased by 5 or 6 cars if direct rail connections were made to the 4 poultry and egg stores.

The 30-car capacity would amply meet requirements of all dealers if rail receipts continued in about the same volume as at present. All produce arriving by rail could be unloaded from cars placed behind the stores. However, to allow dealers to unload some cars directly onto trucks of buyers and to accommodate some consigness who do not have stores in the market, it is recommended that team tracks with a capacity of 10 cars be constructed. These team tracks should be located as near as possible to wholesale stores. The team tracks might be used for storage space for some cars prior to placement behind wholesale stores. They would also be useful if produce were assembled in the market for shipment by rail.

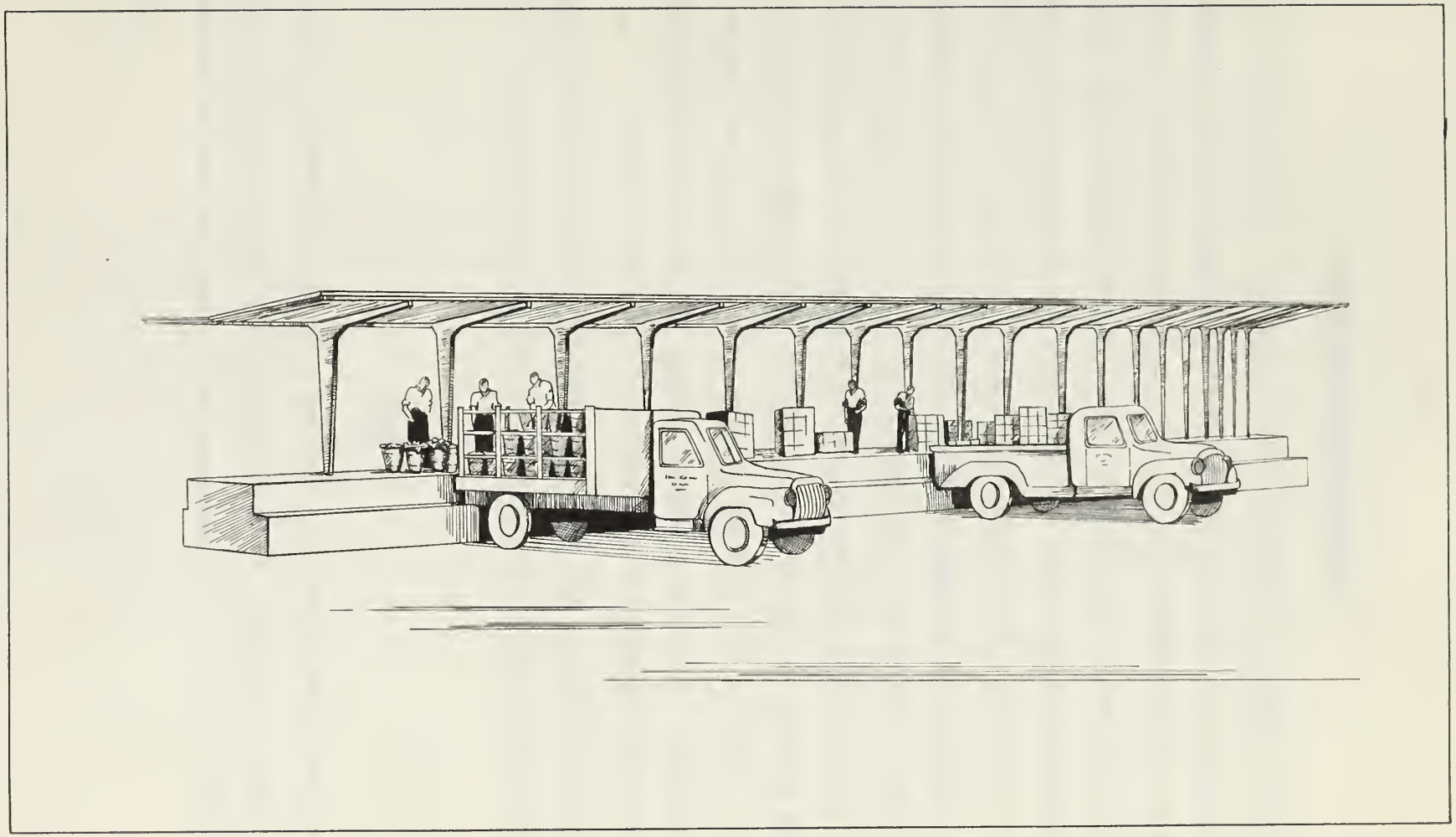


Figure 6.--Design for a farmers' shed.

Streets and Parking Space

The principal street in the market should be about 130 feet wide to permit parking on the side opposite wholesale stores. Other streets in the market should be not less than 60 feet wide. It is recommended that at the beginning only those streets serving initial construction be paved. Additional paving could be done if and when needed to serve expanded facilities.

Sufficient parking space is an important item in the planning of a market. Insufficient parking space and traffic congestion are factors responsible for a large part of the inefficiencies of the present market, and this situation must be eliminated for the successful operation of any new market. In order to provide space sufficient to care for the parking needs of wholesale dealers and their employees, buyers, farmers, and truckers, it is recommended that not less than 150 parking spaces be provided. In addition to spaces on the principal streets, other parking areas should be set aside at convenient points in the market where they would not interfere with other activities. Plans should be made for the expansion of parking areas when needed.

Fence

The entire market area should be enclosed by a well-constructed and durable fence. Adequate gates should be arranged at all entrances and exits. Locking devices on gates will assist the management in enforcing the policing of the area.

Office Space and Other Facilities

In a new market, it is desirable to provide space for offices of the market manager and one broker, as well as for a restaurant, and public toilets.

Office space for individual dealers will be available in their store units. The necessity for providing office space, therefore, will be limited to that for the market manager and one dealer in fruits and vegetables who has requested office space only. In some markets, such additional office space has been arranged on second floors built over one or more store units. However, in Huntington, to meet immediate needs, it is recommended that office space be provided on the first floor of a store unit which is also to be used as a restaurant. One-third of a store unit on the first floor, or a space about 22 1/2 feet by 20 feet, would provide 450 square feet. If, at a later date, more office space is needed, construction of a second floor over store units could be considered.

A restaurant should be available for dealers, employees, and market patrons, and it is recommended that it be located in one store unit in the group of stores 22 1/2 feet by 60 feet used by fruit and vegetable dealers. Two-thirds of the space in one store unit, approximately 900 square feet, should be set aside for this restaurant. It is recommended that this space be leased to a financially responsible firm experienced in the operation of a restaurant, and that the rental be at least sufficient to amortize the investment and pay for services rendered by the market.

Public toilets, in addition to toilets in dealers' stores, should be provided. This facility, consisting of rooms for men and women, should be in a small building at the end of the farmers' and truckers' shed.

Space for Expansion

It is likely that after the market begins to operate, there will be a need for additional space into which all types of facilities may expand. In addition, there often develops a demand for space in a wholesale produce market for other services such as a service station, public garage, and warehouses of various kinds. Therefore, it is important that some space be set aside for such purposes so that the area selected for the market will continue to be adequate to meet the needs of whatever demands may develop. Many facilities of the kind suggested could be built and operated by private individuals and firms. However, since they would be of value to the wholesale market, it is desirable that the agency building the market should acquire sufficient land to meet those demands when and if they develop.

Total Facilities Needed for Immediate Construction

The buildings needed for immediate construction to meet the requirements of handlers who expressed a desire to move into the new market as shown below.

Facility	Size of unit	Units needed Number
Stores without basements	22 1/2x60	31
Stores without basements	50x50	4
Truckers' enclosed stalls	10x32	20
Farmers' stalls	12x10	50
Team track capacity	-	10
Parking spaces for cars	-	150

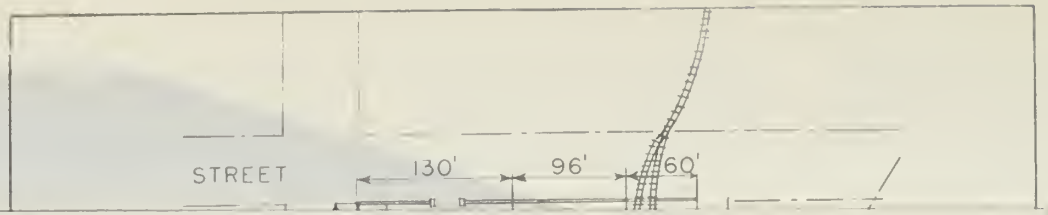
MARKET LAY-OUT AND ARRANGEMENT OR FACILITIES

The final plan for the arrangement of facilities in the proposed market will depend on the physical features of the site selected for the development, such as shape, topography, the location of railroad tracks as they must enter the market site, and the location of major streets and highways near the site. The facilities needed in a new market initially, plus a reasonable area for future expansion, have been laid out for one of the suggested sites considered in the survey in order to determine the area required and to set forth the principles that should be followed in planning the market. The suggested lay-out is shown in figure 7, and a photograph of this arrangement by use of scale models is shown in figure 8. This same general plan with only minor changes could be followed on each of the sites analyzed. The lay-out is narrower in relation to its length than is usually recommended because the only available sites in Huntington were long and narrow.

In the proposed lay-out the site is rectangular in shape, and the railroad spur enters the market area at one end. Under these conditions, about 10 acres would be needed to provide the facilities recommended for initial construction, and not less than 5 additional acres should be acquired for future expansion. On a site where all the area could not be fully utilized, a larger acreage would be needed.

The construction of a consolidated produce market usually increases the value of surrounding property. If the agency building the market should buy more land than is eventually used for market purposes, it is probable that no loss would be incurred. In fact, profits might be made from the sale of excess land.

The point where the railroad spur would enter the market area must be considered in planning the lay-out of facilities on the market. A maximum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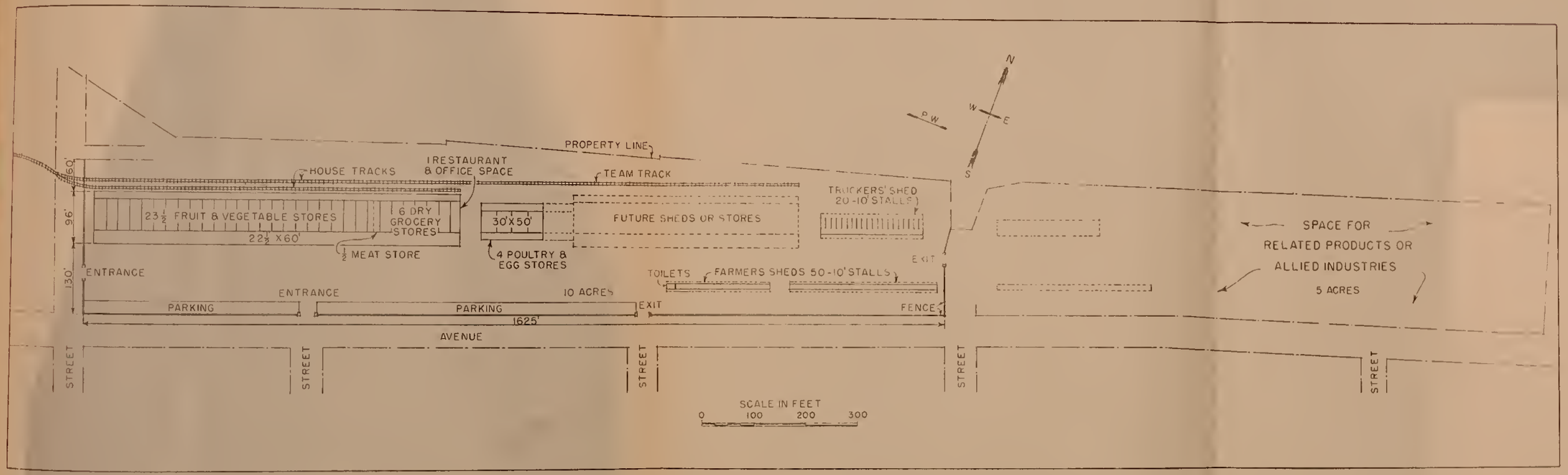

Figure 7.--Possible arrangement of facilities for a wholesale produce market on a site containing 15 acres, Huntington, W. Va.

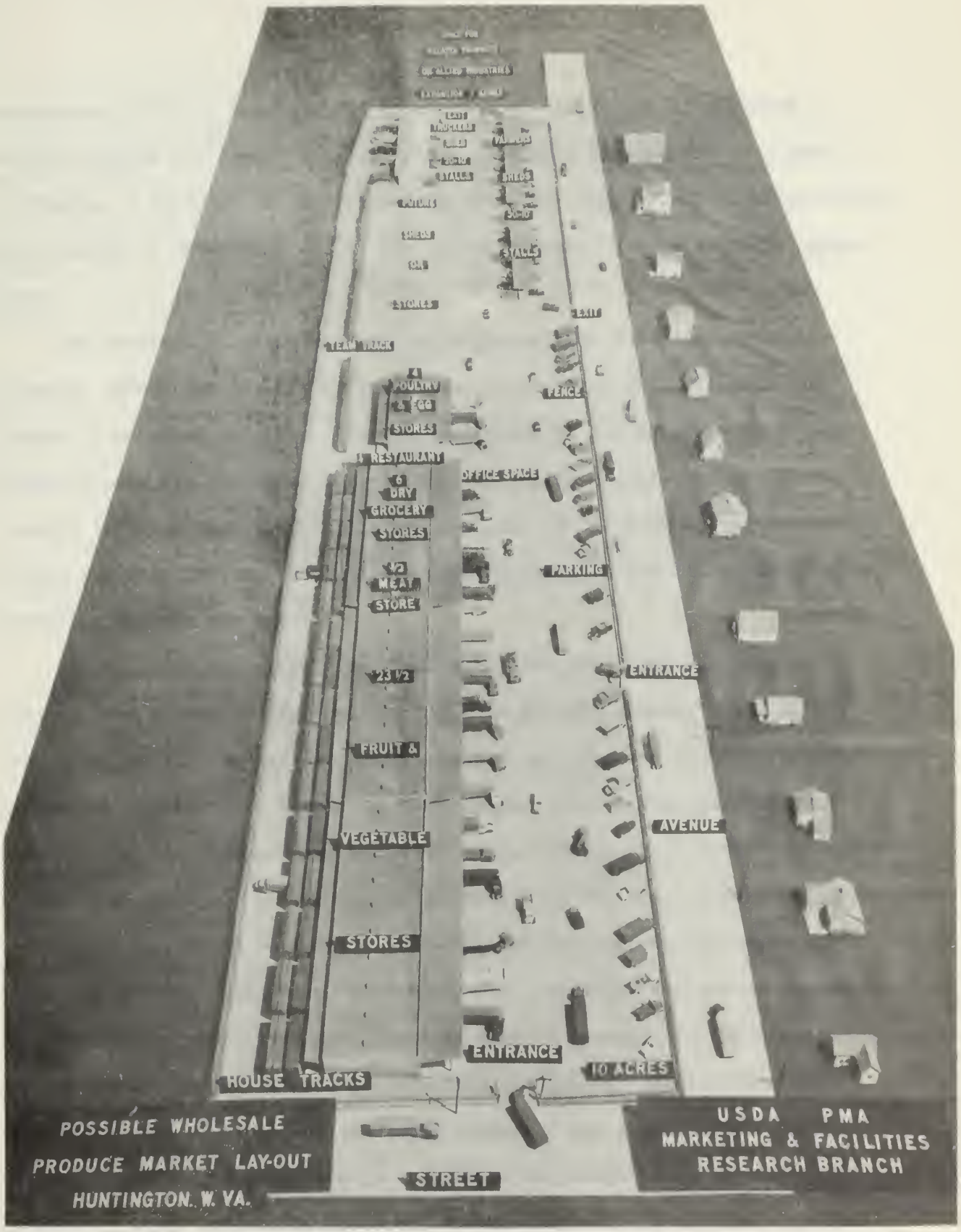

Figure 8.--Photographic view of a possible market lay-out, by use of scale models, on a 15-acre site, Huntington, W. Va.

curvature of 12° or less must be maintained at all points if standard switch engines are used. If small steam or diesel engines are used for switching, a curve of 38° may be maintained. The type of switch engine to be used should be determined before any railroad tracks are laid in the market area.

The location of major streets and highways near the market will directly affect the lay-out of facilities, since they will determine the points of entrance and exit. The main entrance to the market should open directly onto the principal street where wholesale dealers' stores are located in order that trucks bringing supplies to the market, and buyers coming for supplies, may reach their destination with the least amount of traveling through the market.

In the proposed lay-out for Huntington, the principal entrance is located near stores of dealers. On the side of this street, which is 130 feet wide, parking spaces have been provided opposite the store buildings. Buyers could park their trucks in these spaces while making purchases at stores or at the farmers' and truckers' sheds. Later, they could load their trucks from platforms at the stores or sheds with the least amount of delay.

Since fruits and vegetables will comprise the largest and most bulky volume of produce handled in the market, facilities for the use of dealers handling these commodities are placed as near as possible to the main entrance. Stores for dealers in groceries and grocery specialities are near the stores of fruit and vegetable dealers. The 4 units for the use of poultry and egg dealers are in a separate building. Much of the volume handled by these dealers consists of live poultry. There is some objection to locating dealers in live poultry adjacent to dealers in other produce because of odors, dirt, and feathers associated with poultry operations.

The building containing the combination shed and enclosed space for truckers and the open farmers' and truckers' sheds are located on opposite sides of the main street beyond the poultry and egg stores. Between them and the store buildings there is space for expansion. As the need arises, either the store buildings or the farmers' and truckers' facilities could expand into this area. An added advantage will be the concentration of similar activities in one section of the market.

Office space for the market manager has been located in part of a store unit set aside for a restaurant at one end of the building containing fruit and vegetable stores. Thus, the market manager's office will be in a location from which he will be able to view the main activities in the market. The restaurant will be in the most accessible spot. The public toilets are located in the most convenient available space.

The proposed lay-out provides for rail connections to all facilities except farmers' and truckers' sheds. Although some dealers receive only a few cars of produce by rail, it is desirable to place spur tracks at the rear of all stores during the initial construction because the cost of providing them at that time would be low in comparison with construction costs at a later date. Since paving would be at the level of the top of the rails, trucks could be backed up to the rear platform whenever cars are not on the tracks.

Although there are several methods of providing rail connections to wholesale stores, the system of double spur tracks parallel to the rear platform is recommended. This method provides the shortest distance for moving produce from car into store, it is the least expensive method of providing such facilities, and it would provide sufficient unloading space for most dealers in Huntington. Most modern warehouses, including fruit auctions,

freight depots, chain store warehouses, and similar facilities for handling a large volume of commodities have railroad tracks parallel to the platform.

Team tracks should be located at a point most removed from market traffic, yet as near as possible to wholesale stores, for the convenience of both dealers and buyers.

The fence, as shown in the proposed lay-out, encloses the entire market. If, at a later date, services such as a service station and garage are added, the fence should extend to them but not around them, so that these facilities may render service at hours of the day when the main part of the market is closed. Entrances and exits, the gates of which are equipped with suitable locks, are provided to principal streets serving the market.

Although descriptions and illustrations included in this report show designs of buildings and a general market plan, it will be necessary for those who develop the market to employ a competent architectural engineer who would work out local construction problems and draw up and supervise details of construction. The lay-out as shown in figure 7 is intended merely to set forth the principles that should be followed in planning the market and to show how much land is required. The engineering service provided by the Marketing and Facilities Research Branch is intended to give the best possible service in the preliminary plans, to groups considering market improvements, but is not intended to displace the services of local architects in the final market development. However, representatives of this Branch will be glad to consult and advise with any local architect employed for the development of complete plans and specifications.

SELECTION OF A SUITABLE MARKET LOCATION

During the course of the Huntington wholesale market survey, dealers, farmers, truckers, buyers, city officials, railroad officials, and others were asked for suggestions as to where a new market should be located, and the city was thoroughly surveyed for possible sites. Five possible sites, among those suggested and inspected, have been analyzed.

Factors to be Considered in the Selection of a Market Site

The people most directly concerned with the location of a new market may be divided into four groups: (1) Buyers, both local and out-of-town, who go to the market for their supplies; (2) sellers, both nearby and distant producers and shippers, who either bring or ship produce to the market; (3) dealers, warehousemen, and processors who would use facilities on the market; and (4) transportation agencies. Indirectly, many other groups are concerned in the selection of a market site. Consumers in the entire distribution area have an interest in the selection, since their purchases of produce maintain the market. The city of Huntington is interested in the improvement and location of the market as it relates to zoning, traffic control, street and highway planning, and other services rendered by the city. In reaching a conclusion as to the most suitable location for the market, six principal factors should be considered.

1. Convenience for local buyers. It has been shown that about 30 percent of the produce handled in Huntington is distributed within the metropolitan area to retail grocers, restaurants, hotels, and institutions. The ideal location for a wholesale market to serve these local outlets would be a site at the shortest average distance from these local establishments, depending, of course, on the availability of a site at such a point and of

existing streets to serve the location properly. Because of their regular patronage of the wholesale market, grocery stores were selected to establish a convenient point for local buyers. The locations of all retail grocery stores in the city of Huntington were spotted on a map. From these locations a point was found which was the center of all stores; that is, there are as many stores east of this point as there are west of it and as many north of the point as south of it. No consideration or weight was given to the size of the stores. This point is on the main line of the Chesapeake and Ohio Railway where Elm Street, if extended from Seventh Avenue to Eighth Avenue, would cross the railroad. If the point most convenient to retail buyers in Huntington were the only factor to be considered, it would mean that the wholesale market should be located near this central point. However, other factors must be given weight in making a final determination of the location.

2. Convenience for out-of-town buyers. In 1949 nearly 70 percent of the produce handled in the huntington wholesale market was sold for use outside the metropolitan area. Based on an analysis of the reported movement of fruits and vegetables, the volume moved by truck to points outside the metropolitan area went directionally as follows: Sixty percent, south of the city; 20 percent, east; 15 percent, west; and 5 percent, north. Shipments of poultry, eggs, meats, wholesale groceries, and other foods into surrounding towns followed approximately the same pattern as that for fruits and vegetables. On the basis of this out-of-town distribution pattern, the point most convenient for out-of-town buyers would be a few blocks south of the present City Market, between route U. S. No. 52 and State Route No. 10. Other factors, of course, need to be considered in selecting a site. To most of the out-of-town buyers who visit the Huntington market and who have traveled considerable distances to the city, some additional travel, after they reach the city, will

not be important. The additional distances are particularly unimportant if the buyers can avoid traffic congestions.

3. Convenience for rail receipts. In 1949, only 28 percent of the volume of produce handled by independent dealers was received by rail. However, cars received by rail amounted to upward of 1,200, and this volume is large enough to make it essential that the site selected be on or near a railroad to permit spur tracks to be brought to dealers' stores. Both railroads serving Huntington deliver perishable produce. The most acceptable site would be one which could be served by both railroads. However, the existing reciprocal switching agreement between the two railraods makes possible the delivery of cars of perishable merchandise by either railroad without serious delays and without additional switching charges.

4. Convenience for receipts by motortruck. In 1949 truck receipts of produce handled by independent dealers, including farmers and truckers, amounted to about 7,000 carlot equivalents. These receipts were from the following sources: (1) Produce brought to Huntington from distant producing sections by dealers and merchant truckers; (2) produce from markets in other cities, such as Cincinnati and Pittsburgh; and (3) produce from nearby growers. Truck receipts come from all directions. It is, therefore, impossible to establish a point equally convenient for all concerned. However, as in the case of out-of-town buyers, most produce coming to the market by truck has already been transported a considerable distance, and a few extra miles of travel on city streets free of traffic congestion will not be a serious matter nor will the extra distance affect prompt deliveries.

5. A location that will avoid nonmarket traffic. The handling of produce necessarily involves a large amount of trucking of heavy and bulky merchandise. The handling of the normal and necessary movement of trucks and

automobiles in even a well-planned wholesale market can be a serious problem. When other vehicles not related to the market business also move through the market area, necessary market traffic may be seriously impeded. Therefore, it is important that a new market be located in an area which is reasonably free from nonmarket traffic or where the market may be fenced and nonmarket traffic excluded.

In some cities it has been possible to link the selection of a site that avoids nonmarket traffic with plans for circumferential highways. The topography of Huntington makes it extremely difficult to develop plans for the diversion of traffic from the limited number of east-west streets. Since a major volume of the city's traffic will continue to flow along these few streets, nonmarket traffic may be avoided in part only by the selection of a market site removed as far as possible from the downtown retail district.

6. Availability of land at reasonable cost. The cost of land on which the proposed market is to be developed, together with the cost of placing the land in condition for construction, will have a direct influence on the financing of the project and on the amount of rental income necessary to amortize the cost of the market when developed. It has already been shown that a large acreage would be required for a wholesale food district. Therefore, land may represent a substantial part of the total market development cost. This makes it essential that the land be obtained at a reasonable cost if the maximum benefits of the new market are to be realized.

Possible Market Sites

A total of five sites, shown in figure 2, was selected as having possibilities for the development of an adequate market for Huntington. All five of these sites are long and narrow. A lay-out similar to that used in

many other proposed markets, where 2 rows of wholesale stores are located on opposite sides of a main street, 140 feet wide, cannot be placed on a narrow strip of land. Instead, it is necessary to arrange the stores on one side of a main street which is restricted to a width of 130 feet. Other sites were suggested, but since they did not contain sufficient land for the development of a wholesale market as recommended, or were not located near a railroad, or lacked some other prime requisite, they were not considered.

If other sites become available, their desirability as a location for a new market should be analyzed in the same manner as indicated for these five sites.

Site No. 1 - Present Market Area

Several wholesale dealers, buyers, and others in Huntington suggested that a new market be developed in the area that is now used for this purpose. To obtain an acreage approaching that sufficient for immediate needs in the present market area, it would be necessary to include an area bounded on the south by Third Avenue, on the west by Sixth Street, on the north by Second Avenue, and on the east by Eighth Street. In addition, it would be necessary to include about one-half of the railroad yards between Second Avenue and the flood wall. This area, including the part of the railroad yards and city streets, contains slightly in excess of 7 acres. Although this acreage might be sufficient for the construction of facilities now needed, it would not allow for expansion. The total assessed value of the 2 city blocks in this site is $322,120, including numerous substantial buildings that would have to be razed. Businesses now in these properties would have to find new locations. Also, these properties are owned by upward of 25 individuals and firms, which would make acquisition difficult and costly. A new market developed in this area would retain one of the major defects in the present

market, that is, it is in the downtown area where streets are narrow and traffic congestion is serious.

Site No. 2 - Fifth Avenue and Twenty-ninth Street

Approximately 15 acres are contained in this site of irregular shape. The boundary begins at a point on Twenty-ninth Street about 120 feet south of Fifth Avenue. From this point the eastern boundary is Twenty-ninth Street for a distance of approximately 800 feet to a right-of-way of the Baltimore and Ohio Railroad. The boundary then extends approximately 1,050 feet in a northwesterly direction along the right-of-way of the Baltimore and Ohio Railroad, thence to Twenty-seventh Street about 1,000 feet due west. The western boundary is along Twenty-seventh Street about 250 feet, and the northern boundary--parallel to Fifth Avenue and approximately 120 feet south thereof--is a line about 1,900 feet in length.

Adjoining this site on the north and with frontage on Fifth Avenue, nearly all building lots have been developed by numerous owners. This area contains gas stations, drive-in restuarants, a nursery, and other businesses. There is a direct highway approach to site No. 2 from Twenty-ninth Street. Other approaches are from Fifth Avenue by way of Twenty-seventh and Twenty-eighth Streets. Twenty-seventh and Twenty-eighth Streets are cut through to the property from Fifth Avenue, each of these streets being approximately 55 feet wide between curb lines. Immediately east of Twenty-eighth Street a Veterans' Housing Project occupies about 3 acres. There are no other buildings on the property. The land is level and would require no fill nor grading. The East High School is near the property, on the northwest corner of Fifth Avenue and Twenty-ninth Street. A large chemical plant is located on Fifth Avenue about three blocks west of the property. This plant and the car shops of the Chesapeake and Ohio Railway produce considerable odors and soot which are blown toward the property by prevailing westerly winds.

Rail service is available from the Baltimore and Ohio Railroad immediately adjoining the property and from the Chesapeake and Ohio Railway, which has a right-of-way across the Baltimore and Ohio tracks near the southeast corner of this site. All utilities are available on adjacent streets. The total assessed value of the property, which is in the hands of not more than three owners, is approximately $51,000.

Site No. 3 - Virginia Avenue and Seventh Street West

Approximately 18 acres are contained in this rectangular strip of land bounded on the south by Virginia Avenue, on the west by Twelfth Street West, on the north by the flood wall, and on the east by a line parallel to Seventh Street West and about 100 feet west thereof.

The land, which is reasonably level and requires no fill, is now in use as a truck garden. The only building on this property is a garage at the corner of Virginia Avenue and Eighth Street West used by the West Virginia National Guard for the storage of motor equipment. This garage could remain on the property as it would not interfere with development of the market. All utilities are available from adjoining streets. The site is only 1 block from Washington Avenue, on which route U. S. No. 60 passes through the city. Access by vehicles from Washington Avenue is by way of any one of five streets: Seventh Street West to Eleventh Street West, inclusive. Rail service to the site can be made available from a spur used jointly by the Chesapeake and Ohio Railway and the Baltimore and Ohio Railroad. This spur now terminates one block west of the site. This tract of land, owned by one firm has an assessed value of $16,000.

Site No. 4 - Adams Avenue and Fifteenth Street West

This site is bounded on the north by Adams Avenue, on the east by Fifteenth Street West, and on the south by the right-of-way of the Baltimore

and Ohio Railroad, and on the west by Nineteenth Street West. It contains about 10 acres. Land is level and would require neither fill nor grading.

There are no buildings on the property. All utilities are available on Adams Avenue. There is direct highway access to the site from Adams Avenue, which is one block from Washington Avenue on which route U. S. No. 60 passes through the city. Rail service is available from both the Baltimore and Ohio Railroad, which borders the property, and from the Chesapeake and Ohio Railway, which has a spur running through Fifteenth Street West. The property is under one ownership and has an assessed value of $8,000. Although this site contains sufficient area for the building of facilities now needed, there is not sufficient room for future expansion.

Site No. 5 - Madison Avenue and Fifteenth Street West

A total of approximately 15 1/2 acres may be made available in this location. The main part of the site is bordered on the north by Madison Avenue, on the east by Fifteenth Street West, and on the south by the Chesapeake and Ohio Railway main line, and on the west by Sixteenth Street West.

To make up the total of 15 1/2 acres, it would be necessary to acquire an adjacent block of vacant land lying east of Fifteenth Street West and bordered on the north by Monroe Avenue, on the east by Fourteenth Street West, on the south by Jackson Avenue, and on the west by Fifteenth Street West. Buildings and yards of the stockyards are on this site. There are also numerous small dwellings and a one-story warehouse on the property. The south end of this tract, from Jackson Avenue to the main line of the Chesapeake and Ohio Railway, would require an average of about 6 feet of fill to build it up to the grade of Jackson Avenue. Also, if this site were used, it would be necessary to close both Monroe Avenue and Jackson Avenue between Fifteenth Street West and Sixteenth Street West. Trucks and other

vehicles would approach and leave the site by way of Madison Avenue. Since no streets connect Madison Avenue with Washington Avenue between Fourteenth Street West and Nineteenth Street West, vehicles going between Washington Avenue and Madison Avenue would have to use Fourteenth Street West or Nineteenth Street West.

Direct rail service to the site could be had from the Chesapeake and Ohio Railway, which operates a spur track through the middle of Fifteenth Street West. Baltimore and Ohio Railraod lines are only about two blocks north of the site. The property, which is in the hands of numerous owners, has a total assessed value, land and buildings included, of $81,290.

Other Suggested Market Sites

The sites that were suggested as possible locations for a new wholesale market, but which were not large enough or failed to meet the requirements for some other reason, included: (1) Property south of Fifth Avenue and east of Twentieth Street containing the old ball park. Since this tract contained only an estimated 5 1/2 acres, it was eliminated. (2) Property south of Adams Avenue and east of Four Pole Creek. The large amount of fill needed to bring the site up to a level suitable for market development would make its cost prohibitive. (3) Property between Washington Avenue and the flood wall, from First Street to Fourth or Fifth Streets West. Although this site has sufficient area for immediate construction and small expansion, the numerous small parcels contained in it and its multiple ownership would make acquisition difficult and costly.

Several sites outside the city limits, particularly in Kenora, were suggested but in this study consideration has been given only to sites within the city.

Estimated Cost of Sites

The cost of land, as shown in table 3, includes not only the estimated value of both land and buildings at present, but also the cost of razing existing buildings, fill and grading, and legal fees. For the purpose of comparison, estimated values were based on two times the 1949 assessed values because recent sales of real estate in the city indicate that this relation exists.

Table 3 shows that the estimated total cost of each of the five sites analyzed varies from a low of $16,960 on site No. 4 to a high of $697,895 on site No. 1. Cost per acre of land placed in condition for building ranges from $1,696 to $99,699. This wide range is largely owning to the price of land in its present state of development. However, steps necessary to place the land in condition for building influence the final estimated cost. On sites No. 1 and No. 5 present buildings would have to be removed, whereas on other sites there are no buildings to be razed. The large amount of fill required for site No. 5 would be an expensive item, whereas only moderate expense for grading would be required for site No. 3, and no expense for grading or filling would be necessary in the case of the other sites.

Table 3.--Estimated cost of land placed in condition to construct facilities recommended for a proposed market on each of five sites by size of site and cost item, at Huntington, W. Va.

Size of site and cost	Site No.-- 1	2	3	4	5
	Acres	Acres	Acres	Acres	Acres
Size of site	1/ 7	15	18	1/10	15+
	Dollars	Dollars	Dollars	Dollars	Dollars
Value of land and buildings 2/	644,240	102,000	32,000	16,000	162,580
Cost of razing buildings	15,000	3/ 0	0	0	2,500
Fill and grading	0	0	250	0	75,000
Legal fees in acquisition	38,655	6,120	1,920	960	9,755
Total estimated cost	697,895	108,120	34,170	16,960	249,835
Estimated cost per acre	99,699	7,208	1,898	1,696	16,656

1/ Insufficient land for expansion.
2/ Calculated on the basis of assessed values multiplied by 2, because present average real estate sales indicate cost of procurement would be twice the 1949 assessed values.
3/ Assumes that buildings in Veterans' Housing Project would be moved without cost to new market.

Comparison of Suggested Market Sites with Respect to Factors to be Used in Selecting a Location

Each of the five sites was rated with respect to the six factors considered to be most important in determining the desirability of a site as a possible location for a new market. These ratings are shown in table 4. The site which is considered most desirable from the standpoint of each factor was given a rating of 1, the next most desirable was given a rating of 2, and so on until the least desirable was given a rating of 5.

Table 4.--Ratings of five suggested market sites with respect to six factors to be considered in the selection of a site for the proposed new market, at Huntington, W. Va.

Factors considered in order of importance	Rating of site No.-- 1	2	3	4	5
1. Availability of land at reasonable cost	1/ 5	3	2	1/ 1	4
2. Convenience for truck receipts	1	5	2	3	4
3. Convenience for rail receipts	1	1	1	1	1
4. Convenience for out-of-town buyers	1	2	1	1	1
5. Convenience for local buyers	2	1	3	4	4
6. Ability to avoid nonmarket traffic	3	1	1	1	2

1/ Insufficient land for expansion.

The Recommended Market Site

Extreme care should be exercised in making a final selection to make sure that the site chosen meets the approval of the major interested groups that will be using the new market when it is built. Otherwise the businesses might be split into two or more areas, thus losing many of the economies which would result from the consolidation of the market in one area.

In sites No. 1 and No. 4 there is not sufficient space for the development of a wholesale produce market for Huntington. Acquisition of additional property adjacent to either side would be difficult and would make the final cost prohibitive. For these reasons sites No. 1 and No. 4 may be eliminated from further consideration.

Three sites, No. 2, No. 3, and No. 5, are large enough for the development of a wholesale produce market. Succeeding comments with respect to the rating of the various properties are confined to these three sites.

With respect to the cost of land placed in condition for building, site No. 3 is the cheapest, site No. 2 is in the second position, and site No. 5 is highest in cost. The large amount of fill required on site No. 5 accounts for much of its cost.

In considering the convenience for receipt of produce by truck, site No. 3 has been given first position. It is nearest the junction of the two main traffic highways serving Huntington--routes U. S. No. 60 and U. S. No 52. Nearly all trucks coming from distant producing areas use one of these routes to reach Huntington. Also, much nearby produce comes from Ohio across the Huntington-Chesapeake Bridge on route U. S. No. 52. To reach site No. 5, incoming trucks, both from nearby and distant areas, would have to travel a longer distance than that to reach site No. 3. To reach site No. 2 most incoming trucks would have to travel nearly the entire length of the city.

The three sites rate about the same with respect to convenience for rail receipts, each being accessible to service by both railroads.

Sites No. 3 and No. 5 are about equally convenient for out-of-town buyers. To reach site No. 2 out-of-town buyers would have to travel a great distance through the city.

Site No. 2 is nearest the geographical center of local buyers. Site No. 3 is farther removed from this center, and the distance to site No. 5 is about one-half mile more than that to site No. 3.

Sites No. 2 and No. 3 are both favorably situated with respect to avoidance of nonmarket traffic. Site No. 5 is located in an area where narrow streets are congested with vehicles attracted to the neighborhood by many wholesale and retail establishments.

Detailed analysis of the six factors considered favors site No. 3 as the most desirable of the five sites studied.

Alternative Uses for Land and Facilities in Existing Markets

In the relocation of a wholesale produce market, consideration should be given to alternative uses of land and facilities presently being used for market purposes. Experience in other markets has indicated that in most cities there are opportunities, through the use of proper planning, to utilize such land and facilities advantageously. In the mass movement of a market, there is an opportunity to redevelop the old market area as a solid-property unit, instead of single property units. The fact that a substantial amount of property is made available increases opportunities for profitable redevelopment.

The present market area is only two or three blocks from the principal retail shopping center in Huntington. Two main highway routes border the area. These main routes not only carry nonstop traffic through the city but also each week day they bring into the city many people from nearby communities in West Virginia, Ohio, and Kentucky. These visitors are potential buyers of a variety of merchandise at retail and wholesale. All during the week parking space in the center of the city is at a premium, there being few public parking spaces for the use of shoppers. If the wholesale market is moved from its present location, consideration should be given to conversion of at least part of the area to public parking facilities. Wholesale and retail stores dealing in merchandise less perishable than is farm produce would probably be glad to find space in parts of the area.

Alternative use as suggested, together with the removal of market traffic, should tend to ease traffic congestion in and around this section of the city, and thus enhance the businesses located in the adjacent area.

MARKET DEVELOPMENT COSTS, OPERATING EXPENSES, AND SOURCES OF REVENUE

The estimated costs of construction of market buildings, paving, rail connections, and other necessary developments for a market, on any one of the five sites considered, are shown in table 5. These costs, based on costs of labor and materials in the Huntington area in May 1950, were computed in order to determine the feasibility of the proposed market development. They are not intended to replace estimates which might be made by local architects and contractors who would submit bids on the basis of the final market plans. These estimates, however, are the best ones obtainable at this time.

Table 5.--Estimated cost of market buildings and developments for a new wholesale produce market, at Huntington, W. Va. 1950.

Facility	Size of unit	Total units	Estimated cost per unit	Estimated cost of total number of units
	Feet	Number	Dollars	Dollars
Stores without basements	22½x60	1/ 31	10,800	334,800
Stores without basements	30 x 50	4	11,500	46,000
Truckers' shed with enclosed spaces	10 x 32	20	1,100	22,000
Farmers' shed, single post	12 x 10	50	800	40,000
Toilets in end of truckers' shed	-	1	-	2,000
Paving (sq. yd.)	-	32,000	2/ 2	64,000
Storm and sanitary sewers	-	-	-	6,000
Railroad connection to stores (linear feet)	-	1,400	8.50	11,900
Team tracks (linear feet)	-	650	8.50	5,525
Floodlights and public address system	-	-	-	2,000
Fence (linear feet)	-	3,822	3.50	13,377
Subtotal				547,602
Architectural and engineering fees--6 percent				32,856
Total building and development cost				580,458

1/ Includes one unit for restaurant and office of market manager.
2/ Two-inch bituminous concrete; 4 inches broken stone, 9-inch rolled base.

Total Market Cost

The estimated total investment which would be required for land, buildings, and other market developments on each of the five suggested sites is shown in table 6. Estimated land cost includes cost of acquisition, razing of existing buildings, filling, grading, and legal fees, as shown in table 3. Estimated cost of other developments includes building construction, paving, sewers, flood-lights, rail connections, fence, and architectural and engineering fees, as shown in table 5.

Table 6.--Estimated cost of land, buildings, and other developments recommended for a proposed new wholesale market, on each of the five suggested sites, at Huntington, W. Va., 1950.

Site	Cost of land	Cost of buildings and other developments	Total cost
	Dollars	Dollars	Dollars
No. 1 1/	697,895	580,458	1,278,353
No. 2	108,120	580,458	688,578
No. 3	34,170	580,458	614,628
No. 4 1/	16,960	580,458	597,418
No. 5	249,835	580,458	830,293

1/ Insufficient land for expansion.

There may be ways of reducing some of the costs included in the foregoing estimates. Paving cost to the market might be reduced somewhat if the city would assume part of the cost. This arrangement might be made, since the city now provides and maintains all streets used for market purposes. The city could assist in developing streets at market entrances and exits and in improving the streets providing access to the market. Some reduction in costs might be made if the railroads would assume responsibility to build trackage in the market on land leased or sold to the railroad by the market corporation or agency. The building of a new market would replace certain trackage now used for the handling of produce. The agency building the market should explore fully all possible ways of reducing construction and development costs.

Amortization of Investment

If the proposed market is to be self-liquidating, the investment must be amortized from market revenue. The length of the amortization period for such an investment depends on the length of the useful life of facilities. It is possible to extend the financing of such a project over a long period of time for several reasons. First, the wholesale produce business is a stable one and usually remains in a given location for many years. Second, facilities as recommended for Huntington are of durable construction and should last, with only minor repairs and maintenance, for many years. The buildings also are flexible and could be converted, with only minor alterations, for use by different types of dealers. Third, land has a tendency to increase in value over a long period. Since land generally does not depreciate in value over a period of years, it is possible, in calculating the annual revenue needed to support the market, to pay only interest on the land and amortize the facilities constructed on it. An alternative to this approach would be to amortize both land and facilities, but have a longer amortization period than would be established if only the buildings and other structures were being amortized. The annual revenue required for paying interest on the land and amortizing the facilities over a shorter period would be about the same as that required to amortize all the investment over a longer period. For purposes of this discussion it has been assumed that the entire investment would be amortized over a 25-year period. Table 7 shows the annual interest and principal payment which would be necessary to liquidate the entire capital investment, with a 4-percent interest rate, in 25 years on each of the 5 suggested sites.

Table 7.--Estimated annual payment necessary to amortize the cost of a proposed new wholesale market over a 25-year period at 4-percent interest, on each of five suggested sites, at Huntington, W. Va.

Site	Total market investment	Annual amortization payment for 25 years 1/
	Dollars	Dollars
No. 1 2/	1,278,353	81,827
No. 2	688,578	44,076
No. 3	614,628	39,342
No. 4 2/	597,418	38,241
No. 5	830,293	53,147

1/ Annual payment of $64.01 per $1,000 invested.
2/ Insufficient land for expansion.

Taxes

The market agency in Huntington would probably pay taxes on land, buildings, and other facilities the same as any other corporation. The assessed value would be determined by the Assessor, but, for this purpose it has been assumed that the assessed value would be one-half of the total investment as shown in table 6. On the basis of 1949 tax rates estimated annual taxes would be as shown in table 8.

Table 8.--Estimated annual taxes on a proposed wholesale market, on each of five suggested sites, at Huntington, W. Va.

Site	Estimated total taxable value of ptoperty 1/	1949 tax rate per $1,000 assessed value	Estimated total taxes
	Dollars	Dollars	Dollars
No. 1 2/	639,177	17.41	11,128
No. 2	344,289	17.41	5,994
No. 3	307,314	17.41	5,350
No. 4 2/	298,709	17.41	5,201
No. 5	415,147	17.41	7,228

1/ One-half of total investment as shown in table 7.
2/ Insufficient land for expansion.

Estimated Annual Operating Expenses

Estimates of annual operating expenses, excluding taxes, for a new market as recommended for Huntington are shown below. These estimates are based on operating expenses in other markets and adjusted as far as possible to conditions in Huntington.

Cost item	Estimated annual expense Dollars
Salaries and per diem:	
One market manager	6,000
Two market police	5,000
One clerk-secretary	3,000
Two laborers (truck driver, janitor, etc.)	4,500
Per diem and expenses of board members	500
Total salaries and per diem	19,000
Other expenses and upkeep:	
Depreciation on one truck	500
Gasoline, oil, repair, upkeep on one truck	300
Light	1,200
Water	300
Replacement and upkeep of facilities	2,500
Office supplies and printing	300
Heat and gas	250
Telephone and telegraph	250
Fire and tornado insurance	900
Miscellaneous expenses	500
Total other expenses and upkeep	7,000
Total expenses (excluding amortization and taxes)	26,000

Total Annual Revenue Needed

The total amount of revenue needed to meet the cost of operating the proposed market, including management expenses, taxes, and amortization payments, on each of the five sites, is shown in table 9. In addition, sufficient revenue should be obtained to set up a reserve for contingencies.

Table 9.--Estimated annual revenue needed to meet operating costs of a proposed new wholesale market, on each of five suggested sites, at Huntington, W. Va.

Cost item	Site No.-- 1 1/	2	3	4 1/	5
	Dollars	Dollars	Dollars	Dollars	Dollars
Amortization	81,827	44,076	39,342	38,241	53,147
Taxes	11,128	5,994	5,350	5,201	7,228
Salaries and per diem	19,000	19,000	19,000	19,000	19,000
Operating and upkeep	7,000	7,000	7,000	7,000	7,000
Estimated total annual revenue needed	118,955	76,070	70,692	69,442	86,375

1/ Insufficient land for expansion.

Sources of Revenue

Market revenue would be derived from rentals and fees charged for the use of facilities on the market. Based on annual costs of operation as shown in table 9, plus a reserve for contingencies, the revenue needed could be prorated to various groups operating in the market as shown in table 10. The annual rentals which would have to be levied against individual stores units and other facilities are shown in table 11.

Rentals on the five sites vary according to the cost of developing the market at each location. They would be about the same for sites No. 2, No. 3, and No. 4, but higher in the case of sites No. 1 and No. 5. These differences are important to a prospective tenant, since the rental charge affects the net income from his business. Rents, however, are only a relatively small part of the total cost of doing business, and any increased rents may be more than offset by reductions in other costs in the new market, such as trucking, porterage, spoilage, and deterioration. Another factor to offset increased rentals, when markets are owned by private corporations, is that in paying rent each lessee procures for himself an interest in the net assets of the

corporation. In other words, at the end of a 25-year amortization period, each lessee would own a prorated share in the net assets of the corporation which probably would be equal to or greater than the value of the facility on which he has paid rent for this period. In table 10 and table 11 the rental income from the open farmers' and truckers' sheds has been calculated on the basis of 7,500 daily stall rentals per year, or full occupancy for 150 days. The rental of the restaurant, although finally to be determined on a bid basis, has been assumed to be the same as that to be derived from the fruit and vegetable, wholesale grocery, and meat stores.

Table 10.--Prorated annual rentals needed from facilities in a proposed new market, on each of five suggested sites, at Huntington, W. Va.

Facility	Size of unit	Total units	Estimated annual rental on site No.-- 1 1/	2	3	4 1/	5
	Feet	Number	Dollars	Dollars	Dollars	Dollars	Dollars
Stores, fruit and vegetable, grocery, and meat	22½x60	30	75,000	52,500	52,500	52,500	60,000
Stores, poultry and egg	30x50	4	11,000	8,000	8,000	8,000	9,200
Store (restaurant)	22⅓x60	1	2,750	2,000	2,000	2,000	2,300
Truckers' shed and enclosed space	10x32	20	25,000	18,000	18,000	18,000	18,000
Farmers' shed, single post	10x12	50	11,250	7,500	7,500	7,500	7,500
Total annual revenue from facilities			125,000	88,000	88,000	88,000	97,000
Estimated minimum revenue needed			118,955	76,070	70,692	69,442	86,375
Reserve for contingencies			6,045	11,930	17,308	18,558	10,625

1/ Insufficient land for expansion.

Table 11.--Annual rental charges per unit on various groups of facilities in a proposed new market on each of five proposed sites, at Huntington, W. Va.

Facility	Size of unit	Total units	Annual rental per unit on site No.-- 1 1/	2	3	4 1/	5
	Feet	Number	Dollars	Dollars	Dollars	Dollars	Dollars
Stores, fruit and vegetable, grocery and meat	22½x60	30	2,500	1,750	1,750	1,750	2,000
Stores, poultry and egg	30x50	4	2,750	2,000	2,000	2,000	2,300
Store (restaurant)	22½x60	1	2,750	2,000	2,000	2,000	2,300
Enclosed shed for truckers	10x32	20	1,250	900	900	900	900
Farmers' shed, one open post 2/	10x12	50	1.50	1	1	1	1

1/ Insufficient land for expansion.
2/ Per day per stall used.

WHO SHOULD BUILD AND MANAGE THE MARKET

Many groups and interests are concerned with the type of management placed in control of a wholesale produce market such as is needed in Huntington. Wholesale dealers, growers, transportation companies, buyers, consumers, and distant sellers all have a large stake in market operation from the standpoint of efficient distribution. The city, county, and other governmental agencies have an interest in the market from the standpoint of tax revenue; planning of traffic on streets and highways; zoning; and enforcement of regulations with respect to inspection, sanitation, and numerous other laws and ordinances governing the handling of food products. The investors comprise another group greatly concerned with the success of the market. Whether private or public funds are used, investors have a right to expect the market to be constructed and operated in such a manner that their investment will be properly protected.

A wholesale produce market can be built, financed, and managed by: (1) A private corporation for profit; (2) the State, city, or other governmental agency; (3) a farmers' cooperative association; (4) a public nonprofit corporation; or (5) a private nonprofit or limited profit corporation.

Markets have been constructed, financed, and managed by private firms for profit. This type of corporation is not recommended for Huntington because the board of directors and management of such corporations generally are not produce handlers, and experience has indicated that most of these corporations are interested chiefly in revenue and not the needs of those doing business in the market. Because of the need for dealers to be located in one area, wholesale market facilities, when established and fully occupied, remain for long periods of time and are difficult to move. Under these circumstances, a private corporation may increase rents at will without too much concern as to the possi-

bility of tenants moving from the market. Also, the market manager might put into effect undesirable rules and regulations or fail to operate the market in a satisfactory manner.

Some markets have been financed, built, and operated by a State, city, or other governmental agency. The State of West Virginia does not have adequate legislation or authority to engage in such business. A number of cities operate public wholesale and retail market places. The chief problem in this type of financing and operation is that persons from outside the city served by the market may not receive full consideration because they have no voice in the city government. Then, too, since the market services producers and consumers over a wide area, many city officials do not feel they should take the full responsibility for providing market facilities. Some cities have reached the limit of their bonded indebtedness and cannot obtain money to build a wholesale market even though rents would amortize the loan.

A farmers' cooperative association can build, finance, and operate a market for the use of farmers. This method is satisfactory for assembly point markets where most of the business is done by farmers. In the Huntington market such a situation does not exist. Most of the market business is transacted by dealers, and the bulk of the revenue to be obtained from the proposed market would be derived from sources other than farmers. Under such circumstances, it would be out of the question to expect a farmers' cooperative association to finance and build the recommended market.

A nonprofit public benefit corporation is one created by legislative action. This type of corporation offers many desirable features not found in most other types of management. Some of these features are: (1) It permits all interested groups to participate in building, financing, and managing the market; (2) it is definitely nonprofit-making because, when properly created,

rents cannot exceed the amount needed to pay the cost of operation, amortize the investment, and maintain a limited reserve for contingencies; (3) it establishes a continuing organization; (4) it gives some representation on the board of directors to governmental agencies interested in the wholesale market; and (5) it does not place a burden on taxpayers of the community in which it is established. Appropriate legislation for the creation of a nonprofit public benefit market corporation has not been enacted in the State of West Virginia, and it does not appear that such legislation will be forthcoming in the immediate future. 3/

A private nonprofit or limited profit corporation 4/ could be created to construct, finance, and manage the recommended wholesale produce market at Huntington. The charter for this type of corporation should embody the following features:

(1) All interested groups operating in the market should be represented on the board of directors.

(2) Profits of the corporation owning the facility should be limited to a fixed amount or eliminated entirely.

(3) A continuing organization should be provided.

(4) Ownership of the corporation should always be retained by operators in the market.

(5) For the benefit of the city and community, taxes should be paid.

(6) If possible, representation of the city or State should be permitted on the board of directors.

3/ Should interest develop in enacting such legislation, a draft of suitable legislation for creating this kind of corporation may be found in "Suggested State Post-war Legislation, Federal State Programs for 1946-47," developed by the Council of State Governments.

4/ A limited profit corporation is one in which earnings on the investment are fixed at a given percentage. For example, earnings may be fixed in the corporate charter not to exceed 5 percent, or any other percentage.

If these provisions were included in the corporation charter, the market could be made to operate in the public interest and be successful.

During the market survey, the type of agency that might build and operate the market was discussed with each individual interviewed who would use it. These individuals had no firm conviction on this subject. It is believed, however, that the majority of those interviewed anticipated that the city would build and manage the market in much the same manner that it now conducts the City Market. It is not known whether the city has the authority to build and operate a market as recommended, but since it now owns and operates certain market facilities, it is presumed for the purpose of this discussion that the city might, if it desired, build and operate a new market.

On the basis of available information, there are two approaches to the problem of determining who would build and manage the new market in Huntington, either of which would be workable. First, a private, nonprofit or limited profit corporation, owned and managed by dealers, farmers, and others who would use the market could be created under existing laws of the State of West Virginia. The city of Huntington and other agencies could cooperate and assist in the market development and in the forming of such a corporation. Second, the City of Huntington could build and manage the market in cooperation with dealers, farmers, and others who would use it.

Obviously, the first step to be taken by a group of dealers, farmers, and others who have decided that a new market is desirable, would be to decide between ownership by the city or by a private corporation. Under either type of management, the interested groups would have to set up an administrative organization or legal entity meeting the requirements of State, city, county, and Federal laws.

A city-owned market could be administered by a department of the city as at present or by a board created for this special purpose. The city would be interested in a new market not only to facilitate trading and to provide its citizens with good food, at as low a cost as possible, but also to make it easier to enforce regulations covering sanitation, weights, measures, and other public laws. It might be advantageous for the city department or market board to transact business with operators in the market as a group rather than as individuals. Dealers in the market could create a corporation for the purpose of operating the market and representing them in dealing with the city. The board of directors of this operating corporation should include representatives of every commodity group and each type of operator doing business in the market.

A private nonprofit or limited profit corporation to finance, construct, and manage the new market could be incorporated under the laws of West Virginia. The certificate of incorporation should clearly set forth the limitations relating to the business intended and the powers given to the corporation and exercised by its board of directors. Complete responsibility for market development and operation, including the job of financing the facility, would be vested in this corporation. It is, therefore, most important that the board of directors be chosen to represent fully and truly each commodity group in the market and each type of dealer within the respective commodity groups. The representatives of each commodity group on the board of directors should be chosen in a democratic manner. For example, farmers should elect their representative or representatives from the group of producers who would use the market for the sale of farm products. Likewise, wholesale dealers should elect a member of their group to represent them. It would be desirable to have a representative of the city of Huntington on

the board of directors because of the close relationship of the city to the market business and the public interest, and the contribution which could be derived from such representation. The city member might have to be ex officio and nonvoting because of lack of legislation permitting full participation of city employees in private enterprises.

A city-owned market would probably be financed by the sale of revenue bonds. Since these bonds would be a direct obligation of the city, they could be floated at a favorable rate of interest. Such bonds could be retired from year to year by the application of funds available from market rentals and fees. The entire debt could be liquidated over a period of 20 to 30 years. The city of Huntington would retain ownership of the market indefinitely.

The problem of financing would be different if a private corporation were to build and operate the market. The board of directors would have to raise a portion of the funds needed to finance the market as recommended before it would be possible to borrow funds in the open market. The amount needed at the start probably would range from 10 to 30 percent of the total estimated cost of the market. This fund might be obtained from prospective tenants or any other persons interested in the market, and could be prorated among lessees of the facilities to be constructed on the market. For example, if about $110,000 were needed and there were 30 store units leased, if each lessee advanced $3,000 per unit, $90,000 would be obtained. Ten permanent lessees of space in the truckers' shed might advance $2,000 per unit or $20,000. Farmers and lessees of other facilities also could be expected to advance up to $100 per person. With these funds available the corporation would be in a position to acquire land on which a market could be built. Additional funds needed for construction of the market could probably be

obtained at a favorable interest rate from private investment firms or institutions. Bonds, secured by a first mortgage on the property, could be amortized over a period of from 20 to 30 years. Because each lessee would help to finance the market he would have a greater interest in its success, and this interest of local market operators would have a favorable influence on any private financier considering a loan application. Ownership of the market would be in the hands of those who contributed to its support by doing business in the market. This would be the case even after the mortgage loan is liquidated.

The market corporation should be prohibited from engaging in the wholesale produce business. Its board of directors should be empowered to assess and collect rents and fees from individual lessees and pay costs of operation such as interest, principal, taxes, salaries, and general upkeep of the market. The exact procedure to be followed would, of course, be dependent on whether the market is owned by the city or by the corporation itself. The directors should exercise diligence and judgment in promoting the successful operation of the market and in encouraging its growth. Each individual or firm doing business in the market should be permitted to renew his lease for an indefinite period of time. He should also be allowed to sell or transfer such lease, subject to approval of the new lessee by the board of directors. Included in the transaction would be the sale of any refrigeration or other equipment and fixtures which may have been installed in the store units by the seller.

The question may be raised by some dealers about their rights to individual ownership of facilities in which they operate. It must be recognized that after several years some dealers may want to expand into more units; others may find it necessary to curtail their operations and require

less space. When the facility is owned by the dealer, he is more or less frozen in the space originally allotted to him and cannot expand or curtail his operations. If the facilities are owned by the corporation and leased to the dealers, space adjustments may be made in a relatively short time. This flexibility is needed in wholesale produce markets because of the possible rapid turn-over in occupants and changes in methods of operation.

The members of the board, regardless of the type of corporation used, would not be able to give full time to details of the operation of the market, and as a result they should employ a competent manager to carry out their wishes and act for the board in managing the market. The management of the Huntington wholesale produce market would be a substantial business undertaking. The manager selected should be an individual responsible for seeing that the market becomes a success. His responsibilities would be much greater than the mere collection of rentals and overseeing employees. It would be the manager's responsibility to see that everyone doing business in the market receives full benefit from its operation. The manager could play a very important part in bringing new business to the market, in assisting producers in growing the type or quality of produce needed on the market, in assisting farmers to plan their production operations to meet market needs, in encouraging retailers to move seasonal surpluses, and in finding sales outlets for produce handled on the market. The market manager could greatly assist farmers, dealers, and others by making available market reports on the supply and price of produce on the market and on markets in distant cities. This market news information would assist in the stabilization of prices and would be beneficial to dealers and consumers.

The market manager should be responsible for liaison between all people on the market and other agencies that might be able to make contributions to the market's improvement and success. This responsibility would involve relationships with the city, county, State, and Federal agencies interested in the market, and local groups and other organizations concerned with the wholesale produce business. Every effort should be made by the manager to bring to the market new and improved technological developments at the earliest possible date. To do this, he would have to keep himself well informed on the subject of marketing and on all the new processes that might benefit the market business.

Numerous and complex problems such as those suggested in preceding paragraphs will beset any group planning a new market for Huntington. Many details of organization, financing, and operation cannot be anticipated but will have to be worked out as plans advance from an early stage. The Marketing and Facilities Research Branch of the Production and Marketing Administration, U. S. Department of Agriculture, and the Department of Agricultural Economics, West Virginia University, will be glad to advise and collaborate with trade and farm interests, city officials, the market manager, or other interested groups in developing the details of the program as recommended. Considerable flexibility is possible with respect to the management and financing of a market of the type recommended for Huntington. There are a number of pitfalls which should be avoided if the market is to operate successfully for years to come. An attempt has been made to describe some of the things desired in a good market and to point out some of the things that should be avoided. A number of good markets have been operating for a number of years in various cities and areas. Some of these markets should be studied by those who will build and operate the Huntington market with a view to taking advantage of the good features of such markets and avoiding the things that were done wrong in their development.

POTENTIAL BENEFITS FROM A NEW AND MODERN MARKET

The most important reasons for developing a new wholesale produce market in Huntington, as in any other city, are to reduce the cost of distributing produce and to increase the volume and improve the quality of the produce reaching the consumer. Therefore, before undertaking a market development, it must be determined as accurately as possible what savings, if any, may be realized. In addition to the tangible savings discussed herein, a number of other savings, that cannot be measured with any degree of accuracy, would result from operations in a new market. For instance, the same volume of business could be handled with fewer manhours through well-designed wholesalers' stores and farmers' sheds because of the possibility of doing business in a shorter period of time and with fewer employees. New types of handling equipment might well add to the amount that could be saved in a new market.

Possible Savings in Certain Marketing Costs of Sellers

In the course of the market survey, special attention was given to certain items of cost incurred by wholesale dealers, farmers, and truckers, particularly those costs which would be affected by the development of a new market. Each seller interviewed was asked to furnish data on these costs, which are summarized in table 12. It should be emphasized, however, that these items of cost are not intended to show the total cost of doing business, since some of the more important items such as labor, cost of operating trucks, and many other expenses are not included. Only data for sellers for whom space is recommended in a new market are included, and, therefore, present costs may be compared with estimated operating costs of these sellers in the proposed market.

Wholesale Dealers

In the proposed new market, as shown in table 12, rentals of store facilities for wholesale dealers in fruits, vegetables, poultry, and eggs would be increased, but reductions in other costs such as cartage, and losses by theft, spoilage, and breakage would more than offset the increased rentals, leaving a net saving estimated at $49,155, for the 31 dealers. It should again be pointed out that a large percentage of total rental payments of dealers would be used for amortizing the original investment in land and improvements.

In the proposed new market, rentals paid by wholesale dealers in fruits, vegetables, poultry, and eggs would be increased by about $17,000, or about 46 percent, over the rental value of the property they now occupy. This increase in rental payment is less than one-half of that part of the rental that would be used to buy an interest in the assets of the corporation if a private corporation would build the market, and would be more than offset by savings in cartage of fruits and vegetables alone at an average trucking cost of $30 per car. It has been estimated that in a new market all fruits and vegetables arriving by rail could be unloaded directly into dealers' stores. Since the average cost of $30 per car does not include unloading of trucks at the dealers' stores, the entire $30 per car could be saved.

Table 12.--Estimated savings for 27 wholesale dealers in fruits and vegetables and 4 wholesale dealers in poultry and eggs from operations in a proposed new market, at Huntington, W. Va.

Cost item	Estimated present cost	Estimated cost in proposed market	Estimated savings
	Dollars	Dollars	Dollars
Rent of store facilities	37,430	1/ 54,525	-17,095
Cartage from team tracks to stores 2/	26,250	0	26,250
Loss by theft, spoilage, breakage 3/	80,000	4/ 40,000	40,000
Total	143,680	94,525	49,155

1/ Rentals shown apply to a market developed on sites No. 2, No. 3, or No. 4 shown in table 11.

2/ Cartage on 875 carlots of fruits and vegetables. No cartage applicable to poultry and eggs, as all receipts arrive by truck and are delivered direct to stores.

3/ Based on total wholesale value of fruits and vegetables of $7,140,000; of poultry, $350,000; eggs, $510,000. Present loss calculated at 1 percent.

4/ Conservative estimate that losses in a new market would be one-half those in present market.

Dealers reported losses from theft, spoilage, and breakage resulting from current inefficient facilities and methods of handling. None of the dealers was able to furnish accurate figures on which estimates of losses could be based. However, in other markets where operations are similar to those in Huntington, it is known that losses from theft, spoilage, and breakage amount to more than 1 percent of the wholesale value of the produce handled. To be conservative in estimating the losses from these sources in the present market, 1 percent of the wholesale value has been used. Also, a conservative estimate has been made that one-half of these present losses may be eliminated in a new market.

Much larger savings in these cost items probably could be realized. It is also probable that wholesale dealers could save on labor costs,

especially in overtime payments. However, in the absence of dependable figures, no calculations of savings in labor have been made. Despite very conservative estimates of probable savings to wholesale dealers in a new market, the net saving of $49,155 is more than one-third of the total for items of expense for which calculations were made.

Three wholesale dealers in dry groceries, grocery specialities, and meat and meat products indicated a desire for space in a new market. These dealers should be able to effect economies in operation over those now incurred. However, savings for these dealers have not been estimated because data relating to their present costs of operation were not available.

Farmers and Truckers

In a new market rentals or fees charged farmers and truckers would be approximately the same as present assessments. The chief benefit which would accrue to this group of operators in a new market would be in time saved on daily trips.

In 1949 farmers made about 9,650 trips to the market and truckers about 12,800 trips. All farmers and truckers interviewed complained that they lost time in reaching market stalls because of traffic congestion. The average loss of time reported was one-half hour per trip. On the basis of the combined total trips,22,450, the loss of time in the course of the year would amount to 11,225 hours. This lost time calculated at $2.50 per hour for a man and truck would amount to $28,063. Assuming that in the absence of traffic congestion in a new market one-half the delay could be eliminated, there would be an annual saving to these groups of $14,032 in time alone. There could also be some saving in time through regulated selling hours.

Buyers

The exact number of buyers who regularly visit the wholesale market in Huntington is not known. However, observations and trade estimates place this number at upward of 200 buyers daily. Numerous local and out-of-town buyers were interviewed while doing business on the Huntington market. All said they lost time in the market because of traffic congestion. Delays reported ranged from 20 minutes to 2 hours and the average delay reported was one-half hour. If 200 buyers per day make visits to the market, weekly visits would total 1,200. Applying the average of one-half hour lost on each visit, the weekly loss in time would amount to 600 hours and the total yearly loss would be 31,200 hours. This total time lost, figured at $2.50 per hour for a buyer and his truck, would amount to $78,000 in the course of a year. On the assumption that half of this delay per trip could be avoided in a new market where traffic would not be a problem, savings to buyers would amount to $39,000 annually.

Summary of Savings to Sellers and Buyers

The following tabulation shows a part of the annual savings which could be made through the development of a new market: (As pointed out previously, many other savings that cannot be measured would be effected.)

Dealers and buyers	Estimated annual savings 1/
	Dollars
Wholesale dealers	49,155
Farmers and truckers	14,032
Buyers	39,000
Total savings, estimated	102,187

1/ Does not include the savings in time for owners and employees, farmers, and truckers, brought about by shorter hours of marketing. No allowance has been made for the amount of rental utilized as a means of obtaining shares in the total assets of the corporation if a private corporation builds the market.

Other Benefits

In addition to the benefits described above, there would be other benefits arising from the construction of an adequate wholesale food district for Huntington. The transfer of business to such a facility would have a number of advantages for the city in the alleviation of traffic congestion, improved sanitation, and easier policing and handling of traffic. Consumers in the area would benefit through receiving produce in better condition and at lower costs, and the outlet for farmers would be improved. Railroads would gain from being able to deliver direct to the wholesale houses supplies transported by rail. The $30 per car competitive handicap under which dealers are now operating, because of the necessity of trucking supplies from the railroad track to the stores, would be eliminated.